

THE MANUFACTURING CONFECTIONER

Pioneer Specialized Publication for Confectionery Manufacturers

PLANT MANAGEMENT. PRODUCTION METHODS. MATERIALS. EQUIPMENT. PURCHASING. SALES. MERCHANDISING

VOL. XVII

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Publisher and Business Manager—PRUDENCE W. ALLURED

Editor—F. L. SPANGLER

Eastern Advertising Manager—EUGENE C. PILCHER

Founder—E. R. ALLURED

English Rep.—L. M. WEYBRIDGE
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OCTOBER, 1937

M. C. POSTSCRIPTS

★ The importance of premiums in promoting the sale of confectionery products is given recognition by the "M. C." by the establishment of a "Premium Department," which appears for the first time on page 54 of this issue.

★ "Don't sell large-lot orders," a sales manager tells his salesmen, who are handling a trade-marked confection. The underlying reasons for his advice he gives on page 58.

★ Reports indicate that the Detroit Candy Show was a bang-up affair, with nifty displays, real enthusiasm, and everything that goes to make a lively show. Details on page 29.

★ The next "M. C." Packaging Clinic will be held October 20. Reports of the Clinic Board will appear in the November issue of "M. C."

★ Where the manufacturer has a line of goods that competes with his retail distributor's private brand, he may purchase display space from the distributor to insure promotion of his own brand (see page 21). In applying this idea, the manufacturer must assure himself that the money paid the retailer is not an unfair "price" discrimination between distributors competing with each other.

★ Falls constitute the greatest hazard that women face in industry, says Miss McKeon, on page 43. She suggests that more attention be given to floors, obstructed aisles, supervision, etc.

★ In what section of the country are you selling your candy bars? The answer is important when designing a wrap for a bar. The New Yorker's reaction to a bar wrap is not the same as the Californian's. See page 49.

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POLICY: THE MANUFACTURING CONFECTIONER is essentially a manufacturers' publication and therefore is a logical advertising medium only for confectioners' supplies and equipment. The advertising pages of THE MANUFACTURING CONFECTIONER are open only for messages regarding reputable products or propositions of which the manufacturers of confectionery and chocolate are logical buyers.

This policy **EXCLUDES** advertising directed to the distributors of confectionery, the soda fountain and ice cream trade. The advertisements in THE MANUFACTURING CONFECTIONER are presented herewith with our recommendation. The machinery equipment and supplies advertised in this magazine, to the best of our knowledge, possess merit worthy of your careful consideration.

THE MANUFACTURING CONFECTIONER

PUBLISHED BY THE MANUFACTURING CONFECTIONER PUBLISHING COMPANY



The Reconstruction of Candy Formulae from Analytical Data STARCH GUMS AND JELLIES

Part IV of Series

★ By STROUD JORDAN
and K. E. LANGWILL

IN CONSIDERING gums and jellies we again find that sugar, corn syrup and invert sugar play leading roles, but this time starch is also incorporated. The texture of finished products depends upon the ratio of sugar to corn syrup, the type and quantity of starch, the cooking time of the batch and the length of time the product is allowed to remain in the molding starch. It may vary all the way from a jelly of the consistency of soft Turkish Paste to the tougher novelty pieces containing very little moisture.

Starch Types

The types of starch generally employed range from thick to thin boiling. The thick-boiling starch retains its natural state and has not been processed except to separate it from extraneous matter. The thin-boiling varieties have generally been processed to render them more readily soluble in water. It is much easier to boil out moisture from a batch of gums made with a thin-boiling starch; however, the jelly strength is not so great, and for this reason it is used largely in the manufacture of cast gums. The following may be taken as an example of an average formula suitable for the production of starch gums:

Sugar	250 lb.
Corn syrup	200 lb.
Invert sugar	50 lb.
Starch	65 lb.
Water	55 gal.
Tartaric acid	1/2 lb.
Flavor and color as desired.	

The sugar, one-half of the corn syrup, the invert sugar and one-half of the cold water are mixed thoroughly in a steam-jacketed kettle. The starch is stirred into the re-

maining one-half of the water, until free from lumps, and then added to the sugar-invert-corn syrup-water solution. This mixture is cooked until it gives a Brix reading of 78°-80° on a refractometer at a prism temperature of 55°C. The remaining half of the corn syrup is added just after the steam has been turned off, and is stirred in along with the color, acid and flavor. The batch is then ready to be run out and cast into starch.

Experimental Formulae

At this point it will be interesting to examine the formulae of three batches of starch gums cooked for comparative purposes and note variations in the ratio of sugar to corn syrup along with its corresponding effect upon the finished product.

Formula No. 1

Sugar	5.25 lb.
Corn syrup	6.25 lb.
Starch	1.25 lb.
Water	9.50 lb.
Cream of tartar	0.25 oz.
Tartaric acid	0.16 oz.
Lemon oil	0.25 oz.
Certified color to suit.	

The sugar and corn syrup were mixed with 4 lb. of water and this mixture brought to a boil. The starch was stirred into 5 1/2 lb. of cold water until free from lumps and then added to the boiling sugar, corn syrup and water. The cream of tartar was next added and the batch cooked to a good jelly strength which gave a reading of 74% solids on the refractometer at a temperature of 55°C. When the batch was finished, the tartaric acid, lemon oil and color were added and properly mixed, after which the finished material was cast into starch and allowed to dry.

Formula No. 2

Sugar	4.5 lb.
Corn syrup	6.5 lb.
Starch	1.06 lb.
Water	9.0 lb.
Cream of tartar	0.16 oz.
Tartaric acid	0.25 oz.
Lemon oil	0.25 oz.
Certified color to suit.	

This batch was cooked to 78° Brix, reading the refractometer at 55°C. All other conditions of manufacture were exactly similar to those used in cooking the first batch of gums.

Formula No. 3

Sugar	1.5 lb.
Corn syrup	8.5 lb.
Starch	1.0 lb.
Water	9.0 lb.
Cream of tartar	0.07 oz.
Tartaric acid	0.25 oz.
Lemon oil	0.25 oz.
Certified color to suit.	

The same method of cooking was followed as that employed in Formula No. 1, with the exception that an attempt was made to cook the batch to 83° Brix. Some starches can be cooked this high but others may not be cooked higher than 79° Brix according to the nature of the starch. Such characteristics must be known beforehand.

Formula No. 1 produces a very tender gum. When the amount of corn syrup is increased slightly as in No. 2, a firm gum with a stronger texture is obtained. If the percentage of corn syrup is increased still further and the cook carried higher, a tough chewy piece results. In order to be assured of uniform results, it is almost essential that the batch be cooked a definite length of time and at the end of that time given a preliminary reading on the

refractometer. Prolonged heat tends to darken the batch and if acid is added before the end of the cook, the resulting mixture may become thin and produce stringy goods.

Analysis of Starch Jellies

In the foregoing formulae the sugar referred to has been the regular granulated variety (sucrose), derived from beets or cane. This may not always prove to be the case, for sometimes we find a portion of the sucrose replaced by dextrose (corn sugar). A method* for determining the presence of added dextrose will be developed as we examine the following analytical data:

Moisture	11.13%
Starch	12.71%
Reducing sugars before inversion (as invert)	25.05%
Reducing sugars after inversion (as invert)	52.00%
Sucrose	25.58%
Polarization of 1/2-normal invert solution at 24° C. ...	+36.59° V.
Polarization of 1/2-normal invert solution at 88° C. ...	+39.88° V.

In all previous considerations we have dealt with confections in which starch was incidental. In our present types, which cover gums and jellies, we find that starch is an essential. To determine the amount and the condition of the starch it is found desirable to dissolve the jellies in cold water and then centrifuge the solution. The residue when dried and weighed will give an index of the amount of insoluble starch, provided that no other insoluble materials are present. In another sample of the same jelly or gum the solution is made in a small quantity of warm water and sufficient alcohol is added to bring the percentage to seventy or eighty as each case may require. The resulting solution containing the precipitate is allowed

*Described by R. E. Linehan in a paper presented before the New York Section of the American Association of Cereal Chemists.

F. L. Spangler Becomes Director of Editorial Activities of The Manufacturing Confectioner

WITH a background of fourteen years' experience in the publishing field, F. L. Spangler has joined the staff of The MANUFACTURING CONFECTIONER as editor. He has a wide knowledge of industry and has been very active in the field from which he comes, serving as Chicago secretary of their association.

Mr. Spangler's experience includes five years as Editor of "The Welding Engineer," prior to which he served six years as Associate Editor of the "National Engineer." He also has had several years of advertising-agency experience in copy-writing and contact work. His articles on engineering subjects have appeared in more than twenty business magazines all over the world.



Mr. Spangler is a graduate of the School of Engineering of the University of Kansas. During the World War he served with the 137th Infantry in France, and he now holds a captain's commission in the Organized Reserves, 86th Infantry Division.

To the candy-manufacturing field Mr. Spangler brings an understanding of industry's common problems and interests. He is well qualified to serve the confectionery industry and the supply field through The MANUFACTURING CONFECTIONER. As a keen observer of plant layout and plant construction he is particularly well equipped to discuss these subjects both with manufacturers and editorially in the pages of The MANUFACTURING CONFECTIONER.

Mr. Spangler will make his headquarters in our editorial offices in Chicago.

Nevin I. Gage, who has been editor of The MANUFACTURING CONFECTIONER for several years and made valuable contributions both to this magazine and to the industry, recently resigned to join the editorial staff of a magazine in another field. Our best wishes go with him.

PRUDENCE ALLURED, Publisher.

to stand over night and then centrifuged. The residue, after washing for three or more times with the same-strength alcohol, is dried and weighed. To estimate actual percentage, the alcohol precipitate is treated with hydrochloric acid and the resulting dextrose is determined. Usually hydrolysis is not required since the weight of the alcohol precipitate is sufficiently accurate for the reconstruction of most probable formulae.

The percentage of corn syrup may be calculated by dividing the invert polarization at 88°C. (39.88) by 0.844 (84.4°V. being the average polarization for a half-normal solution of corn syrup at 87°C.) which gives 47.3%. This amount of corn syrup will account for 17.02% reducing sugars before inversion (47.3 × 0.36, since 36% reducing sugars are normally present in corn syrup). The next step will be to calculate the percentage of invert sugar in the sample. To do this it will be necessary to use the formula given in C. A. Browne's Handbook of Sugar Analysis, first edition, page 289. The percentage rather than weight may be calculated directly by multiplying the result obtained by 100 and dividing by the weight of the sample taken, which in this case would be 13 since a half-normal solution was polarized. The formula then becomes

$$\text{Percent Invert Sugar} = \frac{P' - P}{0.018(t' - t)} \times \frac{100}{13}$$

in which P' is the Ventzke-scale reading at higher temperature t', and P is the Ventzke-scale reading at the lower temperature t. The difference in the temperature of the two readings is multiplied by 0.018, since a change of 1°C. produces a constant variation of 0.018°V. for 1 gram of invert sugar in 100 cc. of solution regardless of concentration.

Before substituting our numerical values in the formula, it will be well to correct for the concentration of the solution at 88°C. as compared to 24°C. According to Gubbe's formula this amounts to approximately the same as multiplying the reading at 88°C. by 1.05. Therefore P' will become 41.87 (39.88 × 1.05). Replacing the letters with numerical values, the formula is

$$\frac{41.87 - 36.59}{(88 - 24) \times 0.018} \times \frac{100}{13} = 35.3\% \text{ Invert Sugar}$$

This figure includes the invert sugar present as such in the sample as well as that formed upon inverting the sucrose present. The invert sugar equivalent to unchanged sugar (sucrose) is obtained by determining the difference in reducing sugars before and after inversion when calculated as invert. The result is 26.95% (52.00 — 25.05). When this figure is subtracted from the invert sugar percentage obtained by the use of the formula, we find 8.35% (35.3 — 26.95) invert sugar present in the original sample. The sum of the reducing sugars due to corn syrup and those due to invert sugar (17.02 + 8.35 = 25.37%) should approximate the reducing sugars found before inversion (25.05%), provided no dextrose has been added. From these figures it is apparent that no dextrose has been added to the starch jelly and the approximate composition may be set up as follows:

Sugar	30.0 lb.
Invert sugar	7.5 lb.
Corn syrup	50.0 lb.
Starch	12.5 lb.
	<hr/>
	100.0

Added Dextrose

The data obtained upon analysis of another starch jelly were found to be as follows:

Moisture	6.30%
Starch	9.98%
Reducing sugars before inversion (as invert)	36.14%
Reducing sugars after inversion (as invert)	67.88%
Sucrose	30.15%
Polarization of invert solution (15 grams in 100 cc.) at 21° C.	+33.90° V.
Polarization of invert solution (15 grams in 100 cc.) at 88° C.	+39.53° V.
Polarization after fermentation of 10% solution at 20° C.	+17.46° V.

The corn syrup percentage is calculated from the polarization after fermentation of the 10% solution by dividing 17.46 by 0.5194 (51.94 being the average polarization of a 10% solution of corn syrup at 20°C. after fermentation), giving 33.6%. Determining the reducing sugars due to this amount of corn syrup, we have 33.6 × 0.36 = 12.1%.

The same line of reasoning is followed for calculating invert sugar as was followed in the previous analysis. Substituting numerical values in the formula, this time we have

$$\frac{(39.53 \times 1.05) - 33.91}{(88 - 21) \times 0.018} \times \frac{100}{15} = 42.01\% \text{ Invert Sugar}$$

Subtracting from this figure, the difference between reducing sugars before and after inversion calculated as invert, the result is 10.27% (42.01 — 31.74) which is the invert sugar present in the original sample. The sum of the reducing sugars due to corn syrup and invert sugar (10.27 + 12.1 = 22.37%) are less than the reducing sugars found before inversion by 13.77% (36.14 — 22.37). This, therefore, is the percentage of added dextrose, assuming no other reducing sugars, such as lactose, to be present.

If the polarization of the invert solution at 88°C. is considered to be due entirely to corn syrup, as in the first analysis, the result would show an excess of reducing sugar not accounted for, thereby indicating added dextrose. The calculation involved in this assumption would be the division of 39.53 by 0.844 to obtain the percentage of corn syrup. 46.8% corn syrup would contain 16.84% reducing sugar. This amount added to the percentage of invert (10.37) gives only 27.21%, which still leaves 8.93% (36.14 — 27.21) reducing sugars not accounted for. Hence we have a double check on the fact that dextrose has been used in the manufacture of these starch jellies.

The approximate composition will be:

Sugar	35.0 lb.
Invert sugar	7.5 lb.
Corn syrup	35.0 lb.
Added dextrose	12.5 lb.
Starch	10.0 lb.
	<hr/>
	100.0

In the two preceding formulae that have been deduced no mention of water has been made. There are so many and varying practices that it is not possible to set a definite amount. The total quantity employed in the cooking operation would not be reflected in any formula based on a finished product. In general we may refer to the experimental batches set up in the first part of this discussion, but even with such information the operator will still have to use his own judgment. In closing this consideration it is apropos to state that all formulae have been based on analytical data with due allowance for practical factory conditions. The results, while only approximately correct, will serve as a starting point for the production of representative types and with but slight change will be found to be satisfactory.

MOTOR BALL-BEARINGS . . .

A Few Hints on Taking Care of Them

★ By W. R. HOUGH

Experimental Engineer, The Reliance Electric & Engineering Co.

BALL bearings on motors require so little attention that oftentimes they are entirely neglected. Nevertheless, they do need reasonable care, and the following hints may help to avoid unnecessary trouble.

Selection of Lubricant

The motor manufacturer is in an excellent position to advise you on just what lubricant is best for your particular machine. An ideal *general-purpose* grease should have the following characteristics:

First, it should have a melting point of around 300° F. Second, the grease should be non-fibrous in texture, and free from dirt, and should be about the consistency of ordinary butter when the motor is at its normal working temperature. Third, its ingredients must be so intimately mixed and proportioned that they have no tendency to separate out in storage. Fourth, it must have a minimum tendency to oxidize, corrode or gum up the working parts.

So little grease is needed during the year that it well pays to get the correct kind, even if it does cost a little more per pound.

Repacking Bearings

Since most grease tends to become used up, to harden, or to become dirty in course of time, it is advisable to clean out and repack each bearing once a year—or, at the longest, every two years. The first step is to wipe off carefully all dirt from the outside of the bearing housing, otherwise some of it is almost certain to find its way inside during the packing process. Next, remove the cap and take out all the old grease from the balls and ball-races. Then wash out the bearing thoroughly with some solvent such as carbon tetrachloride or gasoline. Since most solvents become corrosive in course of time, every trace of them must be removed by flushing out with clean, light lubricating oil, before the bearing is packed.

Use Clean Grease, and Not Too Much

See that the new grease is thoroughly clean, before forcing it into the bearing. Dirt can do a surprisingly great amount of damage—in fact, it is claimed that it is responsible for some 90 per cent of all ball-bearing failures. Be careful not to pack the bearing too full; up to the lower level of the shaft is enough, otherwise the friction will be so much increased that overheating may occur.

When the bearing is completely re-assembled, make a final check-up by seeing if the motor armature (if of average size) can be turned freely by hand, and that if spun it comes to rest gradually.

A little care in repacking bearings will save shut-downs and maintenance worries.

STEPS IN REPACKING A BALL-BEARING

First, wipe off all dirt from the outside of the bearing before removing the bearing cap.



Grease should not be packed above the lower surface of the shaft.



If the bearing is packed too full of grease, like this, the increased friction might cause the bearing to overheat.



If there is a paper gasket, be sure it is replaced in the cap before sealing up the bearing.



The rotor, or armature, of a ball- or roller-bearing motor should turn easily by hand. Hardened grease or mechanical binding may prevent this. Check before installation, or after repacking or an extended shutdown.



HOW TO INSURE

Promotion of Manufacturers' Brands Under the Robinson-Patman Law

From a Bulletin of the American Institute of Food Distribution, Inc.

UNTIL recent months, buyers have been negotiating for special prices, or extra discounts or some type of a percentage allowance and have been free in offering to give newspaper space and special featuring as inducements to secure as great concessions as possible from base prices of a manufacturer.

Fifteen months ago, Patman law made these special discounts illegal where it could be shown that the result was a price discrimination between two distributors competing with each other.

If that law stands, and the Federal Trade Commission is slowly but persistently pressing forward towards full enforcement, no chain, voluntary or cooperative can buy at prices appreciably less than competitors or collect any important income in price discounts or merchandising allowances as a percentage on goods handled.

These groups are in a position where they must do something different if they are to collect the rather large income needed to maintain their advertising and the overhead organizations they are operating to direct and handle the merchandising methods of groups of retail stores—organizations taking the place of work formerly done by packers with specialty men and their own field crews.

Groups of stores can save some money through standardizing their wholesale services but these savings can be rather fully equalized by cash and carry wholesale houses. Their merchandising organizations to control and standardize their stores can be partially supported by profits from selling results in these stores but must be largely supported by outside income, if this merchandising set up is to work effectively in the promoting of brands.

Patman law has not immediately stopped chains, voluntaries and cooperatives from collecting special discounts and allowances but it has been sufficiently effective to deprive the average group of an important amount of income.

Under pressure to find a substitute for this lost income, these groups have seriously swung toward using the overhead merchandising organizations to promote their own brands.

A few groups, especially among the voluntaries, are setting aside part of the price for their own brands to be used in doing these promotional services—crediting this to the selling organization in the same way that they credit payments from outside brands.

An able and successful manufacturer of a grocery specialty in the office this week said:

"Distributors are going crazy about promoting their brands. I know that I cannot stop them but what can I do to keep them working regularly on my brands so that my line will be before the housewife when she is shopping in their stores?"

Here is one answer for that man:

Enter into contracts with chains, voluntaries and cooperatives where he purchases a definitely understood service of advertising and store display at a price that his line can afford to pay under a contract where he is assured as trustworthy a performance as though he were purchasing space from a newspaper.

That is what the Patman law provides. Only restraint is that the money paid shall not be an unfair "price" discrimination between distributors competing with each other.

If it goes to extremes in promoting its own brand, it will overburden the retail force with selling effort and will deprive the housewife of the privilege she wants of choosing between brands. Few retail stores are sufficiently well established with consumers to force full acceptance for their own brands. We doubt if there are any.

Chains, voluntaries and cooperatives are groups of retail stores organized to merchandise under coordinated methods where an important part of the promotional expense must be carried by income from promoting brands.

The best and safest way to collect this income under the Patman law is through standardizing the work with a regular schedule of fees that will permit the manufacturer to contract for a specified service.



A novelty by Candy Crafters, Inc., Lansdowne, Pa., are their Q-Ts, a breath sweetener, packed in a vest-pocket-size glass bottle with a very convenient closure. The bottles are packed two dozen to a counter display.

Canadian Group Holds Annual Convention

Speakers Analyze Industry Statistics and Discuss Sales Policies and Various Forms of Cooperative Endeavor

THE Confectionery, Chocolate and Cocoa Industries of Canada held their nineteenth annual convention in the King Edward Hotel, Toronto, on September 16 and 17. The convention was formally opened by the Mayor of Toronto, W. D. Robbins, who welcomed the members and guests on behalf of the city. President W. H. Hamblin, of Kitchener, Ontario, delivered the annual presidential address, and particularly stressed the urgent need for a larger measure of cooperation between the various manufacturers.

Secretary-Manager Travice A. Tod gave a brief resume of the various activities carried on by the association during the year, and also presented the financial statement, which showed the association to be in a satisfactory financial position.

J. M. O'Brien, Director of the Imperial Tobacco Co. of Canada, Ltd., of Montreal, gave a most excellent and informative address on the "Value of a Manufacturer's Definite Sales Policy"; and the opening session was concluded with an educational sound film entitled "Food of the Gods," which was presented by the courtesy of Fry-Cadbury, Ltd., of Montreal.

At the annual luncheon, Wilfrid C. Kettlewell, Managing Director of Charles Bush, Toronto, and Chairman, Ontario Division, Canadian Manufacturers' Association, delivered an outstanding address on "Cooperation," dealing more particularly with the relationship between employers and employees.

At the afternoon session, a discussion took place on a plan for "Cooperative Advertising," which was followed by an address on "Scientific Cooperation," by Dr. Stroud Jordan, of Stroud Jordan Laboratories, New York.

James Wardropper, Managing Director, The Rowntree Co., Ltd., Toronto, presented a "Survey of the Candy Industry," which contained some very interesting statistics, showing the gradual improvement in business from the depression period, which commenced with the stock market crash in September, 1929, up to the present time.

The selection of the year 1930 by the Dominion Bureau of Statistics as a base year of all its statistics of retail sales, is probably the best for comparative purposes, as the hectic days of prosperity of 1927 and 1928 were abnormal, and the figures of 1930, reflecting the position in the second year of the depression, are probably representative.

In Canada, the year 1933 represented the depth of the depression, when the index of gross value of production in this industry fell to 60.5. It is interesting to note that the general index sales of this industry moved up to 69.0 in 1934, to 70.9 in 1935, and to 79.2 in 1936, while in June of this year the general index retail sales was 81.4.

The Government statistics for the year 1933 indicates that the volume of sales in the confectionery industry fell away in about the same proportion as the general industries of the country.

Mr. Wardropper gave some very interesting ratios of this industry, and stated that \$86.50 of capital are necessary for every \$100.00 of turnover.

The annual output per wage earner in 1936 was as follows:

Cocoa and Chocolate group	\$7,790
Biscuit group	5,370
Confectionery group	4,720
Average for the industry	5,300



W. P. B. WREGG

President of Confectionery, Chocolate and Cocoa Industries of Canada

The average annual wage was as follows:

Cocoa and Chocolate group	\$ 768
Biscuit group	624
Confectionery group	703

Wages as percentage of turnover were:

Cocoa and Chocolate section	9.9
Biscuit section	11.6
Confectionery section	14.9
Average for the industry	12.8

It is interesting to note that the section having the highest average annual wage has also the greatest annual output per worker, with the result that wages represent the lowest percentage in relationship to turnover of any of the groups of this industry.

Mr. Wardropper stated that a careful study of the facts of the industry should be made by every manufacturer, as these would indicate the course of action necessary to put the industry on a sound and profitable basis.

On Thursday evening was held the annual banquet, presided over by the newly elected president of the association, W. P. B. Wregg, Vice-President of Fry-Cadbury, Ltd., Montreal. On behalf of the membership, Mr. Wregg presented the retiring president, W. H. Hamblin, with a suitably engraved silver tray. A program of entertainment concluded a most successful evening.

On Friday morning meetings were held of the newly elected Executive Committee and some of the groups in the association. In the afternoon the Annual Golf Tournament was held at the Royal York Golf Club, at which F. G. Arnold, of Williards Chocolates, Ltd., won the trophy donated by Eastern Dairies. In the evening was held the annual "stag" party, at which a large number of prizes were presented, and an interesting program of entertainment was provided.

The newly elected officers of the Association for 1937-1938, are as follows: President, W. P. B. Wregg, of Fry-Cadbury, Ltd., Montreal; first vice-president, C. S. F.

Mitchell, of Canadian Chewing Gum Co., Toronto; and second vice-president, J. M. de C. O'Grady, of Pure Gold Manufacturing Co., Toronto. The Executive Committee comprises: E. Littler (chairman), M. B. Bates, Nathan Cummings, A. D. Ganong, R. W. Ganong, W. H. Hamblin, H. W. Hunt, H. A. Knight, E. Littler, Jr., Geo. S. Moffat, Senator F. P. O'Connor, W. A. Patterson, W. B. Proctor, W. Robertson, F. W. St. Lawrence, C. E. Spooner, and J. Wardropper.

Scientific Cooperation

★ By DR. STROUD JORDAN

From an Address at the Annual Convention, Confectionery, Chocolate and Cocoa Industries of Canada, Toronto, September 16

WE HAVE seen many changes during the past few years. All around us we see individuals rushing, rushing, rushing to get nowhere to do nothing and without knowing why. The never-ending rush for mass production, to fill a visionary but non-existent need, and financed with borrowed capital, has all but wrecked once profitable industries.

Less than a year ago a high-school senior tried to explain to me how it was more profitable for an industry that manufactured an article to retail for ten cents to manufacture the same article for sale at a price of five cents. His whole reasoning was based on increased consumer demand, greater plant output and a false assumption that three times the quantity of an article could be produced and sold without materially increasing fixed charges. And so we find our general economic concept, until I am beginning to feel that industry is suffering with chronic, one-sided "productivitis." After all, business can only justify its existence by producing profit, and the amount of money in the till at the end of the day is not always an accurate measure.

Assuring a Reasonable Profit

How are we going to guarantee a reasonable profit? Certainly not by producing an ever-increasing volume at lower prices if it is at the expense of quality. I firmly believe that a substantially reduced volume of better merchandise at a reasonable profit is more to be desired than an abnormally large volume of less-desirable merchandise sold at a questionable profit. To obtain a profit on our labors and build an increasing consumer acceptance certainly requires the production of quality merchandise. And to insure continued acceptance requires a return to the consumer of ever-increasing quality rather than a reduction in the unit price. Were I to undertake the direction of a general-line confectionery plant the first job would be to determine those items which were profitable and cull all others. And then I would make these profitable items more profitable—I would make them better.

Specifying Raw Materials

In the building of quality confections a need for raw materials indicates our first step in scientific cooperation. To properly fill such needs it is the duty of the purchasing agent to obtain competitive bids on each commodity item, but how is he to determine whether all materials bid upon in each individual group are comparable in value? In answering this question it is but necessary to point out the three accepted methods for commodity purchase: in compliance with suitable specifications; from a selected brands list; or as the equal of a standard sample. Many

times requirements are so set that a definite specification is used to fix composition, and a standard sample is also employed to fix physical characteristics, such as construction, color, design, etc. In any event, each and every materials delivery should be inspected to determine whether it is in satisfactory compliance with stated requirements. From this point on we must consider internal problems and how raw materials are cared for until needed for use.

One of the first plant problems has to do with "receiving" procedure. I have personally observed clean sugar barrels being rolled off a truck on to a wet and dirty sidewalk and then onto an elevator. Due to such carelessness each barrel had a dirty stripe around its middle and after such barrels were turned on end for storage and stacked four or five high the dirt dried out—so did the head of the barrel underneath. The dried dirt from the barrel above filtered through the cracks—and dirty sugar resulted, through no fault of the vender. All other raw materials are also subject to improper handling but sugar will serve as an example.

Proper Storage Conditions

Next comes the problem of storage. What are proper atmospheric conditions and how long should a raw material be held before it is required for use? In other words, what is a safe storage time for each individual material? The tendency to stock up at a favorable price without giving proper thought to materials deterioration is often economically unsound. How much do you know about your plant equipment? Is it suited to the operations for which it is intended? What is your steam pressure and how constant is it? These and many other questions must be answered before the starting of production, for the finest of raw materials will be ruined if handled in a haphazard manner.

Assuming that receiving, storage and processing questions have been satisfactorily answered, it follows that we must then be familiar with the handling of finished batches. If they are to be cast, just what is the proper starch temperature? The moisture content of the molding starch is also important, and that required for a hard gum would certainly not be suited for marshmallow curing.

After properly conditioned confections have been knocked out of starch, just how should they be handled? What is the proper temperature for centers at the time of chocolate coating? What effect will temperature and humidity have on the gloss of a chocolate-coated confection? What happens to porous centers of the hard marshmallow type when coated with chocolate?

What kind of storage conditions do you maintain? Are conditions optimum for stored confection types, and what types do you store together? Marshmallow products require the highest humidity of all, while crystallized creams would be ruined under similar conditions, and chocolates and chocolate-coated confections require still more carefully regulated humidity as well as temperature conditions. These and many other problems must be solved if plant operations are to be successful.

Cooperative Research

Since all basic problems are of general interest, I am suggesting that you consider the possibility of communal research as a part of your association program. Instead of the results of such an investigation harming the better manufacturers by furnishing much needed information to the less-well-informed, it will tend to lift the whole industry to a higher level. I can visualize an institute maintained by your association which will cost but a few dollars per year per member that will, if handled properly, be turning in thousands of dollars' worth of much needed basic information. *This is scientific cooperation.*



EDITORIAL

The Bulls and the Bears

CONSIDERABLE concern is evident in certain financial quarters over the current business outlook. Stock-market quotations have been depressed by the large blocks of stock thrown on the market in recent weeks. Industry itself, however, presents a contrasting scene. Industrial personnel, all the way from the production executive down to the messenger and clerk, have been too busy to get excited over prices of stocks; all their time is taken up with trying to keep the wheels of industry turning to meet the pent-up demands for products.

Candy plants are busy, many of them working three shifts. Supplies of paper and of boxes to the candy industry report a big, healthy business. Manufacturers of confectionery supplies are hard pressed to meet the demand for their products. This picture is not limited to the confectionery industry, but is quite general. One firm making a specialized product used by metal-working plants has called all its salesmen in from the field, hoping in that way to catch up on production; they are having a hard time keeping their old customers satisfied without looking for new business. All of this is the result of a heavy demand from stores and wholesale houses for goods; the ultimate consumer is buying what his needs require, and luxuries to boot, and the effect is felt by many industries—paper boxes, candy, machine tools, stokers, and so on. Now that we have this picture in our minds, let us pass on to another.

THE scene is LaSalle Street in Chicago. (This story could as well be told in New York or San Francisco.)

It is October 6, between 2 and 3 in the afternoon. Up and down the street sweeps a wave of excitement on the news of the "break" in the stock market. In 2 hours' time the value of stocks in the hands of speculators and investors has depreciated more than a million dollars, in the face of the bear market.

Three short blocks to the east of where this clamor was taking place lies State Street, which, at precisely the same hour, was thronged with buyers—men and women, young and old, who were too much interested in satisfying their wants, to give any notice to the stock market. Department stores were doing their usual good business, the theaters were crowded, when evening fell it was difficult to find seats in the better restaurants and night clubs. State Street was enjoying a bull market. It had not been pervaded with the gloom of LaSalle Street. To use stock-exchange terminology, while the bears ruled LaSalle Street, the bulls were rampant only three blocks away. It's a cock-eyed world, after all.

IT is not given to ordinary mortals to understand the intricacies of finance and of economics. There are few who can rightly claim to be experts in such subjects, and one may be inclined to reject much "expert" opinion after recalling the record of 1929. Every individual,

however, has some conception of a few basic principles of economics which he started to acquire the first time he swapped a dozen marbles for a pocket knife. Only the simplest kind of analysis is required to see that the ultimate consumer regulates the flow of commodities, which in turn determines the amount of goods made and sold. The more goods made and sold, the more prosperous business enterprises become, if a fair profit is being made on the product. It would seem that the stocks of these business enterprises would remain valuable, and there would be no occasion for their being dumped onto the market and sold for lower prices. But that's the picture.

The ordinary man who works hard, eats three square meals a day, provides for a family, owns one family car, and occasionally spares a few dimes for family entertainment, is apt to be befuddled by such a paradox as the one described. What should he believe? Is a crisis impending, as one might conclude when reading LaSalle Street news, or do the State Street crowds have good reason to be free and happy in their spending? The worst thing one can do is to give advice to an investor, but at the risk of being "called down" by the tipsters, it is our belief that the ultimate consumer is the one to watch—his actions tell more than anything else what business is like and what there is to hope for in the immediate future. LaSalle Street bears may cause a flurry of excitement in the money marts. But as long as the bulls rule State Street, it is our belief there is nothing for business to fear.

Who Makes Cough Drops?

That's just one of many questions that the jobber, the large retailer, and the chain-store buyer asks, and then turns to his copy of the "Directory of Confectionery Manufacturers" for the answer. Besides the famous Smith Brothers, 46 other makers of cough drops are listed. Dragees? If you don't know what they are, at least you can console yourself with the knowledge that six candy companies in the United States manufacture them.

The 1938 Directory, which is just off the press, performs a unique service for the confectionery manufacturer. It is the only directory of its kind. Every candy manufacturer distributing across state borders is listed. If any are accidentally omitted, they are very few in number. The field knows the Directory too well to have it described here, but it is of interest that a new section, on "Merchandising Aids" has been added at the request of many who are interested in premiums, punch boards, etc. Moreover, the use of "Quickmail Coupons," another innovation of the 1938 Directory, simplifies the job of getting the buyer directly in touch with the seller.

It's no child's play to cull over 550 detailed reports in questionnaire form, transfer all names into the sections where they belong, and see that copies are supplied to over 9,000 jobbers, wholesalers and large retail buyers. However, more advertisers have supported this year's Directory than ever before—and that's what makes the task possible.



THE INDUSTRY'S CANDY CLINIC

HELD MONTHLY BY THE MANUFACTURING CONFECTIONER

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.

THIS MONTH

HOME MADES: 10c-25c PACKAGES

Code 10A 37

Chocolate Cigarettes—20 grams—10c
(Purchased in a drug store, New York City.)

Appearance of Package: Good. Ten cigarettes in package.

Box: Folding, brown, printed in red and white, cellulose wrapper.

Chocolate—Color: Bloomed. **Taste:** Fair.

Remarks: Chocolate needs checking up as it is not the quality that is found in a package priced at 10c. Did not have a good taste and very dry eating.

Code 10B 37

Chocolate Buds—1 oz.—5c
(Purchased at a news stand in railroad depot, New York City.)

Appearance of Package: Good. Eight foil wrapped buds in a white and red printed boat, cellulose wrapper.

Size: Good.

Color: Good.

Texture: Good.

Taste: Good.

Moulding: Good.

Remarks: A well made chocolate bud, one of the best packages of its kind on the market.

Code 10C 37

Licorice Pastilles—1 oz.—5c
(Purchased at a newsstand, New York City.)

Appearance of Package: Good.

Size: Good.

Box: Folding, printed in red and black, cellulose wrapper.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: The best licorice pastilles at this price that the Clinic has examined this year.

Code 10D 37

Chocolate Peppermints—2¼ ozs.—5c

(Purchased in a railroad depot, New York City.)

Appearance of Package: Good.

Size: Good.

Box: Folding, white printed in red. Box contained 9 pieces.

Coating: Fair.

Center—Color: Good. **Texture:** Good. **Flavor:** Not strong enough.

Remarks: Suggest at least half again as much flavor be used, as the flavor could hardly be tasted.

Code 10E 37

Assorted Pops—8 ozs.—25c

(Purchased in a railroad depot, New York City.)

Appearance of Package: Good; 18 pieces, each piece wrapped in a printed wax wrapper.

Box: One-layer, buff printed in red, blue and yellow, kiddie scene, cellulose wrapper.

Colors: Good.

Texture: Good.

Flavors: Good.

Remarks: A good looking pop package and neatly packed. Pieces were well flavored. One of the best pop packages that the clinic has examined this year.

Code 10F 37

Molasses Kisses—8 ozs.—25c
(Purchased in a drug store, New York City.)

Appearance of Package: Good.

Box: Folding, printed in yellow, red and black, cellulose wrapper.

Color: Good.

Texture: Good.

Flavor: (See remarks).

Remarks: A well made molasses kiss and good eating. Suggest a little more molasses be used as the molasses taste is not very strong.

Code 10G 37

Summer Treats—1 lb.—49c

(Purchased in a department store, Chicago, Ill.)

Appearance of Package: Good.

Box: One-layer, white, printed in pink, cellulose wrapper.

Appearance of Box on Opening: Good.

Contents—Vanilla Caramel Rolled in Coconut: Good. **Chocolate Caramel Rolled in Coconut:** Good. **Fruit Coconut Paste Rolled in Coconut:** Good. **Foil Wrapped Peanut Butter Blossom Rolled in Coconut:** Good. **Coconut Paste Rolled in Coconut:** Good. **Chocolate Paste Rolled in Coconut:** Good. **Coconut Cream Bonbons:** Too greasy. **Chocolate Fudge Rolled in Coconut:** Fair. **Jelly Rolled in Coconut:** Could not tell what flavor it was. **Vanilla Cream and Caramel Rolled in Coconut:** Fair. **Vanilla Nut Cream Rolled in Coconut:** Good.

Assortment: Fair.

Remarks: The name of summer treats

is misleading as box contained all coconut coated pieces. Assortment could be improved by adding a few different centers. Some of the pieces need checking up. Suggest a fondant coating, be used on the bonbons as they did not taste good. Jelly was good but the flavor needs to be checked up. The vanilla cream and caramel center was dry and hard.

Code 10H 37

Assorted Home Made Candies—1 lb.—85c

(Purchased in a retail store, San Francisco, Calif.)

Appearance of Package: Fair (see remarks).

Box: One-layer, brown linen paper, name embossed in brown.

Appearance of Box on Opening: Fair.

Contents — Vanilla Brazil Caramel, Light Coating Top and Bottom: Color, good; texture, good; taste, good. Chocolate Marshmallow Caramel: Color, good; texture, good; taste, good. Assorted Cream Nut Squares: Good. Vanilla Nut Fudge: Good. Chocolate Nut Fudge: Good. Honey Nougat Squares: Good. Cream Daisies: Good. Mint Cream Leaves: Good. Half-Dipped Almond Paste Acorn: Good. Pecan Nougat Slice: Good. Walnut Fudge: Good. Vanilla Cream and Walnuts: Good. Pecans and Cream: Good. Pecan Jelly Mallow: Good. Mint Paste and Marshmallow Half-Dipped: Good. Vanilla Caramel and Almonds Half-Dipped: Good. Chocolate Coated Chocolate Almond Caramel: Good. Chocolate Nut Coated Vanilla Cream: Good. Chocolate Coated Maple Cream: Good. Chocolate Coated Chocolate Paste: Good. Light Chocolate Coated Orange Cream: Good. Light Chocolate Nut Coated Chocolate Cream: Good. Chocolate Coated Coffee Paste: Good. Light Chocolate Coated Marshmallow: Good. Light Chocolate Coated Peppermint Chocolate Paste: Good.

Assortment: Good.

Remarks: Suggest a cellulose wrapper be used. Divider was cheap looking; a silver top divider would give the box a better appearance when opened. Suggest a few more hard and chewy pieces be used and less of the chocolate paste centers. The nougat would look better if it was wrapped in cellulose or wax paper.

Code 10I 37

Peanut Brittle—12 ozs.—25c

(Purchased in a drug store, Boston, Mass.)

Appearance of Package: Very good.

Box: One-layer type, gold foil paper, printed in blue and red, cellulose wrapper.

Brittle—Color: Good. **Texture:** Good.

Peanuts: Well roasted. **Taste:** Good.

Remarks: A good eating peanut brittle, neatly packed in a very attractive box. The best box of peanut brittle that the Clinic has examined this year.

***DUE** to limited space, it is possible to include only a cross section of the goods available under the different types and classifications of candies brought to the Candy Clinic each month for examination. Partiality and discrimination play absolutely no part in our selections. Lesser known merchandise is sometimes given preference over merchandise that has already established itself favorably in the eyes of the consumer, and to that extent only can we be considered discriminatory.*

Bearing this fact in mind it is evident that the market holds many excellent confections which never reach the Candy Clinic for examination. Such being the case, any opinion we might express in these columns as to the superiority or inferiority of any item analyzed, is in no sense a fair basis for comparison with any of the many other confections of the same type which do not happen to be among the items examined at that particular time.
—Editor.

Code 10J 37

Caracas Chocolate Tablets—1¾ ozs.—5c

(Purchased in a railroad station, Chicago, Ill.)

Appearance of Package: Good; 8 pieces, each wrapped in foil.

Size: Good.

Box: Folding, printed in brown, cellulose wrapper.

Color: Good.

Gloss: Good.

Moulding: Good.

Taste: Good.

Remarks: Chocolate is well refined and is a good eating chocolate, neatly put up package.

Code 10K 37

Assorted Hard Candies—5 ozs.—10c

(Purchased in a department store, Chicago, Ill.)

Appearance of Package: Good. Each piece wrapped in cellulose.

Size: Good.

Container: Board crate, open on sides, printed brown.

Colors: Good.

Gloss: Fair.

Flavors: Fair.

Jacket: Too thick.

Centers—Texture: Good. **Flavors:** Fair.

Remarks: A good looking 10c novelty package but candy is not up to standard. Flavors need checking up and pieces contained entirely too much acid.

Code 10L 37

Nougat Bar—3 ozs.—5c

(Purchased in a cigar store, Chicago, Ill.)

Appearance of Bar: Good. Cellulose wrapper, green and silver seal on tip. Bar is made of vanilla fudge center dipped in caramel and rolled in coconut.

Size: Good.

Jacket: Good.

Center—Texture: Good. **Taste:** Fair.

Remarks: Bar lacks flavor; either use more chocolate or cocoa or a good vanilla extract in the fudge.

Code 10M 37

Coffee Confections—1¼ ozs.—10c

(Sent in for Analysis—No. 4278)

Appearance of Package: Good. Ten pieces, each wrapped in colored foil.

Size: Good.

Box: Folding, white printed in red and green, cellulose wrapper.

Color: Good.

Texture: Good.

Flavor: Good.

Remarks: Piece is well made and is good eating. This would be a good 5c seller, but box does not contain enough candy for a 10c seller.

Code 10N 37

Jujubes—1¾ ozs.—5c

(Purchased in a department store, Chicago, Ill.)

Appearance of Package: Good.

Size: Good.

Box: Red, folding.

Colors: Good.

Texture: Good.

Moulding: Good.

Flavors: Good, for this type of candy.

Remarks: This is a good size 5c package and should be a good seller to the children.

Code 10O 37

Panned Sugar Mints—½ oz.—5c

(Purchased in a railroad depot, Chicago, Ill.)

Appearance of Package: Fair.

Box: Folding, printed in blue and white.

Size: Too small.

Color: Fair.

Texture: Good.

Flavor: Good.

Remarks: Suggest that box be wrapped in cellulose. Color should be a good clean looking white. If box is made longer and thinner it will look larger. Piece is good eating.

Code 10P 37

Chocolate Covered Coconut Bar—1¾ ozs.—5c

(Purchased in a railroad depot, Chicago, Ill.)

Appearance of Package: Fair.

Box: Folding, blue, printed in orange and white.

Coating (Light)—Color: Good. **Gloss:** Fair. **Taste:** Fair.

Center—Texture: Good. **Taste:** Had an off taste.

Remarks: Quality of bar is not up to

TECHNICAL LITERATURE DIGEST

OF INTEREST TO THE CONFECTIONERY INDUSTRY

The Latest Vitamin



Anon. *Food Manufacture*, 267, August, 1937.

THE author comments upon three letters appearing in *Nature* referring to a new vitamin tentatively designated as vitamin P. The new vitamin is a flavonol glucoside and belongs to the group of vegetable dyes. It seems to have a specific action upon the permeability of capillaries, and is found to be of value in vascular type of haemorrhagic purpura, as well as in various septic conditions, marked by an increased permeability to the plasma protein only. Vitamin P appears to be found in association with vitamin C in lemon juice and in Hungarian red pepper. Basing his argument on a certain report relating to the curative virtues of grape-fruit pips, and the discovery of the vitamin in other citrus pips, the author suggests that citrus pips—especially those of grape fruit—be examined for the presence of the new vitamin.

Effects of Copper in the Diet

J. L. McGhee. *J. Lab. Clin. Med.* 22, 356-7 (1937).

IN THE past, conflicting stories have been circulated concerning the effects of the dissolved copper salts in candies derived from processing in copper equipment. . . . In a series of clinical experiments on 140 persons milk was fortified with an iron-free alloy of copper-cobalt-manganese and given to them over a period of eight weeks in quantities sufficient to finish 1 mg. of copper per day. Increases of from 5 to 26 per cent in the hemoglobin content of the blood were observed in 138 persons; in the other 2 persons, its concentration was unchanged.

Investigations on Milk-Fruit Juice Mixtures



W. L. Davies. *J. Soc. Chem. Ind.* 56, 10-13T (1937).

VISIBLE curdling of milk-fruit juice mixtures begins to occur in the pH range 4.9-5.3. In view of the sugar content of such mixtures, the proportion of fruit juice to milk for this range is well above that which would be used in practice.

Chemistry of Growth Substance B

Niels Nielsen and Vagn Hartelius. *Nature* 138, 203 (1936).

WHEN cane sugar (sucrose) is inverted by means

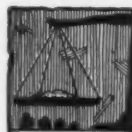
of organic or inorganic acids, growth substance B is produced. The active substance has not yet been purified . . . question: do candies containing invert sugar promote growth?

Milk Chocolate and Growth

Excess of lipides in the ration considered as a factor limiting growth. Raoul Lecoq and Madeleine Allinne. *Ann. fals.* 29, 539-45 (1936).

ALTHOUGH milk chocolates have a much higher nutritive value than ordinary chocolates, their high fat content acts as a growth-limiting factor. When employed as the main article of diet nutritional disturbances result. These disturbances result from excess of butter-fat as well as of cacao butter and are favored by excessive proportions of sugars and dextrins. . . . These studies support the view that as an emergency of "iron ration," ordinary chocolate is superior to milk chocolate.

Determination of Phosphatides



Ch. Meurice. *Ing. Chim.* 20, 36-8 (1936). *C. A.* 31, 35772.

AN improved technic is given for determining the percentage of lecithin in chocolate.

The Action of Micro-Organisms on Fats

L. B. Jensen. *J. Bact.* 33, 98-9 (1937).

IF FATS are pure and as free as possible from moisture they do not support the growth of micro-organisms. In the presence of moisture and impurities bacteria may induce five different forms of deterioration:

- (1) oxidative rancidity;
- (2) hydrolysis with free fatty acids;
- (3) tallowiness (in beef and mutton fats);
- (4) flavor reversion and the production of flavor adjuvants (organoleptic changes);
- (5) discolorations . . .

(1), (2), and (4) are applicable to confectioners' fats.

Effects of Sucrose on Growth

y. Fuijimiaki, K. Arimoto, K. Inagaki, K. Takaki, K. Saga, T. Kimura, H. Sato and T. Yamashita. *Trans. Soc. path. Japan.* 23, 279-86 (1933); *Ber. ges. Physiol. exptl. Pharmacol.* 82, 80.

USING a control diet containing 66 per cent of dextrin as the carbohydrate fraction, tests were made to determine the effect of replacing various proportions of the dextrin with sucrose. Diets containing less than

50 per cent sucrose did not produce noticeable changes but in diets containing 50 and 66 per cent of sucrose growth was decreased and a higher acidity of the blood developed. These changes were attributed to the decreased food consumption which resulted . . . The desirability of avoiding the cloying effects of over-sweetness is indicated.

Refractometric Determination of Fat in Chocolate

Joseph Stanley. *Ind. Eng. Chem., Anal. Ed.* 9, 132-5 (1937).

A RAPID and safe method of determining the fat content of chocolate with the refractometer has been devised using tritolyl phosphate, dibutyl phthalate and diethyl phthalate as solvents.

E. C. Pilcher Heads New York Advertising Group

Eugene C. Pilcher, eastern advertising manager of The Manufacturing Confectioner Publishing Co., with New York headquarters at 300 Madison Ave., was unanimously elected president of the Association of Advertising Men at a meeting at the Hotel Pennsylvania held on October 7.

Domestic Cane Syrup Given Rum Flavor

The rumlike flavor that makes Barbados molasses so desirable can be acquired by domestic cane syrups, the U. S. Department of Agriculture recently found. Scientists in the Bureau of Chemistry and Soils have now identified the yeasts and bacteria that cause the fermentation giving Barbados molasses its characteristic rum flavor, and found that they produce the same flavor in domestic cane syrup. This development is expected to increase the demand and raise the price of such products. The flavor is retained in confections and baked products made from the syrups.

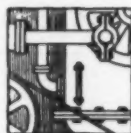
Meeting of Pennsylvania Fair Trade Wholesalers

The Pennsylvania Fair Trade Practice Board of the Wholesale Confectionery Industry held their first meeting in the Hotel Penn Harris, at Harrisburg, on October 2. The next meeting is scheduled for October 16.

A letter, read at the meeting, from Jack Rosenberg, secretary of the Pittsburgh Association, promised full cooperation with the Board and stated that members from that area would soon be appointed.

At the Harrisburg meeting the following officers were elected: Chairman, C. M. Gallaway, of Dulebohn Candy Co., Chambersburg; vice-chairman, Jack Margolis, of Margolis Brothers, Philadelphia, and executive secretary and treasurer, Charles Eagle, of Bone, Eagle & Co., Reading. These three officers will act as the Executive Committee of the Board. The business secretary of the Executive Committee is J. L. Kochis, of Scranton; the other members of the Board, together with the areas they represent, are: Jack Haggerty, Scranton and Wilkes-Barre; Joseph Olshan, Anthracite Association; Max Rosenblum, Sunbury; R. M. Knecht, Allentown Association; John Potts, Mount Carmel Association; Morris Hochman, Louis Fink and Harry C. Deakne, representing the Philadelphia Metropolitan area, and Arthur Schultz, the Erie area. W. E. Lykens and Harry G. Totten, secretaries of the Reading

Treating Pectin to Regulate Its Setting Time



Glenn H. Joseph (to California Fruit Growers Exchange) U. S. 2,061,158, Nov. 17.

THE setting time of previously extracted solid pectin is regulated by treatment with acid or acid and methanol. To *retard* the setting time, hydrochloric acid or other harmless acid is used. To subsequently *accelerate* the setting time, the pectin is treated with acid in the presence of methanol or other liquid vehicles which the patent describes.

and Philadelphia Associations, respectively, will be active on the Board, but without a vote.

Detroit Holds Enthusiastic Show

Those Ohio cities—Cleveland and Cincinnati—whose Sweetest Day activities have always been characterized by such spontaneous enthusiasm as to make their results outstanding, will have to watch out for their laurels, if the enthusiastic response and activity seen at the recent Detroit Candy Show is any criterion of what the Wolverine city has up its sleeve for Candy Week and Sweetest Day. The Detroit Show was sponsored by the Wolverine Candy Club, Inc., and the Detroit Candy & Tobacco Jobbers' Association, Inc., and was the opening gun for Candy Week. The indefatigable Dave Trager was in charge of arrangements and to him belongs much of the credit for the success of the show.

The show was open from 3:30 to 10:30 p. m. on three days—October 5 to 7—and was opened with a luncheon on October 5, with Mr. Trager as toastmaster. Inspiring talks were given by Thomas J. Payne, president of the National Confectioners' Association; Verne Perry, of the Detroit Candy & Tobacco Jobbers' Association; Chas. H. Welsh, Jr., chairman of the Sweetest Day Committee, and J. A. Dillon, secretary of the Wolverine Candy Club. Mr. Payne congratulated Detroit on the new spirit manifested at the show and spoke briefly of the use of candy as a gift in promoting happiness in the world. Mr. Perry's talk dealt with the necessity for more unity in thought and action between the jobber and manufacturer.

The show, which was held in the spacious ballroom of the Book-Cadillac Hotel, was perhaps as fine and beautiful a show as was ever staged in Detroit. The booths, of which there were perhaps a hundred or more, and the massive pillars were tastefully decorated with some semblance of unity. It was an inspiring sight, and one that will long remain in the memories of the thousands of visitors and guests who saw it. The jobbers and manufacturers invited all the candy retailers in Detroit as their guests, and all the candy salesmen were brought in to see and learn about the wide variety of lines on display and to receive the inspiration that comes spontaneously from a well-planned show of this type.

The Sweetest Day Committee, who were in charge of the show, was headed by Chas. H. Welsh, Jr., the other members being Howard J. Harvey, secretary; James W. Lyons, president of the Detroit Retail Druggist Committee; J. A. Dillon, Verne Perry, C. G. Olsson, Harry Armstrong, and H. W. Corbett.

NEWS OF THE SUPPLY FIELD

EQUIPMENT • MATERIALS • MARKET INFORMATION • FIRMS • PERSONALS

Promote Use of Brazil Nuts

The fourth successive national advertising campaign to be promoted by the Brazil Nut Advertising Fund is described in a folder which also points out that the new crop of Brazil nuts available this year for the American market is the smallest in the past three years, the estimated crop being 22,000 long tons, which is 14,000 tons short of the 1936 crop. Only 5,000 tons will be available for export to the United States this year, as contrasted with 9,000 tons last year. Opening prices on the new crop are from 3 to 4 cents higher than last year at this time. Advertisements will appear in the leading women's magazines and in trade papers in the confectionery, grocery and bakery fields.

New Anheuser-Busch Plant to Make Confectioners' Starches

A \$250,000 plant has just been built in St. Louis, Mo., by Anheuser-Busch, Inc., for the manufacture of thin-boiling powdered and moulding starches for use by manufacturers of quality confections. Homer F. Ziegler, vice-president, will be in charge of sales of confectioners' starches, and will be assisted by Harry C. Crist, manager of the Corn Products Division. E. P. Gilan will supervise production, and Al. Peterson will be operating superintendent.

Fire Destroys Penick Plant

Several explosions, followed by fire, destroyed the chemical plant of the S. B. Penick Co., at Willow and Park Aves., Weehawken, N. J., on September 15, with a damage of about \$300,000. More than 200 workers were in the factory when the first explosion occurred. A number, as well as a few firemen, were injured or overcome with smoke.

Cooperative Builds Sugar Mill

A \$1,000,000 sugar mill has been erected near New Iberia, La., by planters banded together as the Iberia Sugar Co-Operative, Inc., which is said to serve an area producing about 120,000 tons of sugar cane annually. A 10-year tax exemption was granted the co-operative by Governor Richard W. Leche, in accordance with his industrial expansion program. Capable of processing between 2,000 and 2,200 tons of cane daily into raw sugar, the new plant is operated by steam turbines furnishing enough power to supply the entire town of New Iberia as well as the plant.

Grocery Manufacturers to Hold Convention in New York

The 29th annual convention of the Associated Grocery Manufacturers of America, Inc., will be held on Monday and Tuesday, November 29 and 30, at the Waldorf-Astoria Hotel, in New York City, according to an announcement by Paul S. Willis, president of the association. Wm. H. Gamble, of the Corn Products Refining Co., who is a director of the association, is general chairman of the Convention Committee. Discussions are planned on legislative matters, trade relations, employee relations, and consumer relations.

Flat-Top Steel Belt

A new flat-top steel belt has been announced by the Acme Steel Co., 2840 Archer Avenue, Chicago, Ill. This belt is made from high-quality cold-rolled strip steel formed into specially designed links and joined with heavy-gauge spindle wires. It can be furnished electro-galvanized or of stainless steel. The belt is highly flexible, and can be drawn over pulleys of large or small diameter. Ridges on the underside add strength and provide a continuous level surface for idler rolls. Widths are in multiples of one inch to fit all sizes of conveying equipment. These belts are said to be easily cleaned and to resist surface abrasion. The top can be solid, or provided with 3/16-in. perforations for drainage and ventilation. A simple self-locking feature makes it easy to separate sections or join them together, and to change the length of the belt.

Opens Chicago Office

The Franklin Sugar Refining Co., Philadelphia, has opened a western district sales office in the Wrigley Building, Chicago. William M. Morris has been appointed sales manager in charge of the new office, covering the states of Illinois, Indiana, Michigan, Ohio and Kentucky.

Moves New York Sales Office

Freydberg Bros., Inc., manufacturers of packaging ribbon, have moved their New York City office from 45 West 18th St. to 381 Fourth Ave., according to an announcement from N. J. Strauss.

Ardern Joins Milprint Sales Staff

E. William Ardern has been appointed as a representative by Milprint, Inc., of Milwaukee, in their Upper New York territory, including the cities of Rochester, Syracuse and Utica. Mr. Ardern is well experienced in the conducting of special field surveys relating to the effect of effective and attractive packages on sales of packaged products. Mr. Ardern was district manager for the U. S. Rubber Co. for nine years.

Stackers and Tying Machines Described in Booklet

Uses and types of stackers, tying machines and portable elevators are shown in a colored folder, No. 508, issued by the Lewis-Shepard Co., 175 Walnut St., Watertown, Mass.

Du Pont's Rubber Substitute, Neoprene, Has Advantages

E. I. du PONT de NEMOURS, INC., Wilmington, Delaware, has produced a new substitute for rubber, called Neoprene, which has many advantages over rubber and is being used in the manufacture of a wide variety of products for various industries. It is sold to rubber manufacturers who make it into hose, belting, gasket material, molded goods and other finished products.

The outstanding characteristics of Neoprene are its resistance to oil, sunlight, heat and many other chemicals.

"Step Up"

**BULK JELLY
QUALITY**

KEEP YOUR COSTS DOWN

use

Exchange

CITRUS PECTIN

for

CONFECTIONERS

New Faster - Made Pieces Are
More Tender and Stay Fresher.
Send for Samples and Details.

The way to improve the quality of your bulk jelly goods and yet keep the cost down is simply this: Use the best jellifying ingredient, Exchange Citrus Pectin for Confectioners.

It makes clear, sparkling, tender, fresh - keeping pieces

—pieces with any desired degree of tartness, hence with more refreshing flavor.

It lets you get a day's run of goods out in a day because it sets quickly. No drying room is needed. Ideal for bulk packing.

To prove these advantages to yourself at no expense, mail the coupon for free samples and complete cost and production information.

CALIFORNIA FRUIT GROWERS EXCHANGE
Products Department, Sec. 210
Ontario, California

We accept your offer to send us a generous sample of Exchange Citrus Pectin and formulas, together with complete instruction manual.

Company

City

Street

Mark for attention of

M. C. MAIL EXCHANGE

Formulas for Icing Easter Eggs

INQUIRY: We need a formula for icing Easter eggs. The size of the egg is one and three-quarters ounces. We would like to have a formula whereby we could ice the egg and place same immediately on wax paper.—Pennsylvania.

REPLY: Here are formulas for icing Easter Eggs:

ICING FOR EASTER EGGS

- 60 lbs. fondant (that has been cooked to 245°)
- 23 lbs. whole condensed milk
- 17 lbs. coconut butter (92 melting point)

Method—Melt the coconut butter and beat in the milk, add the fondant and beat slowly. Add sufficient heat to keep the batch melted. Color and flavor as wanted. For chocolate, leave out 5 lbs. of coconut butter and beat into the batch 10 lbs. of chocolate liquor. The icing should be beaten until smooth and be kept warm until used. The temperature will range from 110° to 130° to keep it at the desired thickness.

Another formula which has been suggested is as follows:

ICING FOR EASTER EGGS

- 10 lbs. invert sugar
- 10 lbs. liquor chocolate
- 10 lbs. milk solids or dry milk
- 10 lbs. icing sugar
- 10 lbs. hot water
- 40 lbs. icing sugar

Method—Heat the invert sugar to about 200° F. and mix with the chocolate. Dissolve the powdered milk with first portion of the powdered sugar in the hot water. Combine with the chocolate paste. Now add the second portion of the powdered sugar. Flavor and beat smooth. One pound of powdered gum arabic may or may not be added to the dry sugar and mixed well before the sugar is added to the batch.

Pan Coated Nuts

INQUIRY: I am seeking the system for making pan coated nuts and chocolate, and also a polish for the same.—Washington.

REPLY: A revolving pan and a refrigerating plant are absolute essentials.

Method: Take any amount of nuts, fruits or chocolates. Take ordinary dipping chocolate and cool it down to the consistency that hand dippers would use, and then slowly pour it over the contents of the pan as they revolve with cold air blowing on the goods. As soon as the chocolate sets, add a little more chocolate and then let them set. Remove from pan and place on a screen.

Next take the following:

- 15 lbs. glucose
- 3 lbs. gum arabic powder
- 1 gal. water

Bring that to a boil and then let cool. Wash out the revolving pan, and then put part of the fruit, nuts, or chocolates back into the revolving pan. Take one pint or ½ pint of the stone cold solution and pour it over

the goods. When they have become all wet, lay them out on a clean screen to dry.

If the weather is too hot, let a fan blow on the finished goods, as a warm room will ruin them.

Scotch Mints

INQUIRY: We are considering adding Scotch Mints to our line of candies. What is a good formula, and can you give manufacturing details?—Canada.

REPLY: The centers of Scotch Mints can be made with 60 lb. of corn syrup, 40 lb. of sugar and 3 gallons of water. The proportions of corn syrup and sugar can be varied according to the price scale. Cook in a vacuum kettle or on an open fire, from 300° to 310°. Pour on a slab to cool. Flavor with mint. You can work in about 10 lb. of flour on the slab and pull the batch dry on the hook. Throw the batch onto a heater board and put it through the cutting rolls in the size desired. When the pieces are cold they can be sieved and transferred to a revolving pan. Let the pan revolve until the rough edges are worn off.

Make a syrup, cooking it to 233° to 235°. Add your peppermint flavor. Use this syrup to wet your centers in the revolving pan, and revolve the pieces until they are built up to the size desired. Dust the centers with flour between wettings. When the centers are built up, transfer them to a smooth pan and allow them to run until they are polished.

This is a piece that has to be handled by an experienced operator who understands pan work. After the first batch, the siftings should all be put back into the next batch when it is poured on the slab and the pieces folded in.

Panned Chocolate Peanuts and Raisins

INQUIRY: We would appreciate receiving a formula for panned chocolate peanuts and raisins.—Canada.

REPLY: Melt your chocolate and weigh down your goods with it, allowing cold air to be blown into the pan to set the chocolate. After the goods have taken up the desired amount of chocolate, remove them from the chocolate pan and spread out on sieves.

Cook up a syrup with gum arabic and corn syrup. Let the syrup cool and apply it to the goods. Then put the goods in a clean pan and allow them to revolve, letting them down slightly.

The solution is made by taking 3 lb. of gum arabic dissolved in 3 quarts of water, letting it stand 48 hours, then warming it up and adding 15 lb. of corn syrup and 3 pints of glycerin. Cook to 220° and no higher, and set away and allow it to get reasonably cool. Use 10 oz. of the solution to 100 lb. of goods. After the solution is added, the goods should be allowed to stand until set. Pan goods is a difficult piece to make, and requires a trained operator who knows the "feel" of the whole process.

Huge Food Display at San Francisco Fair

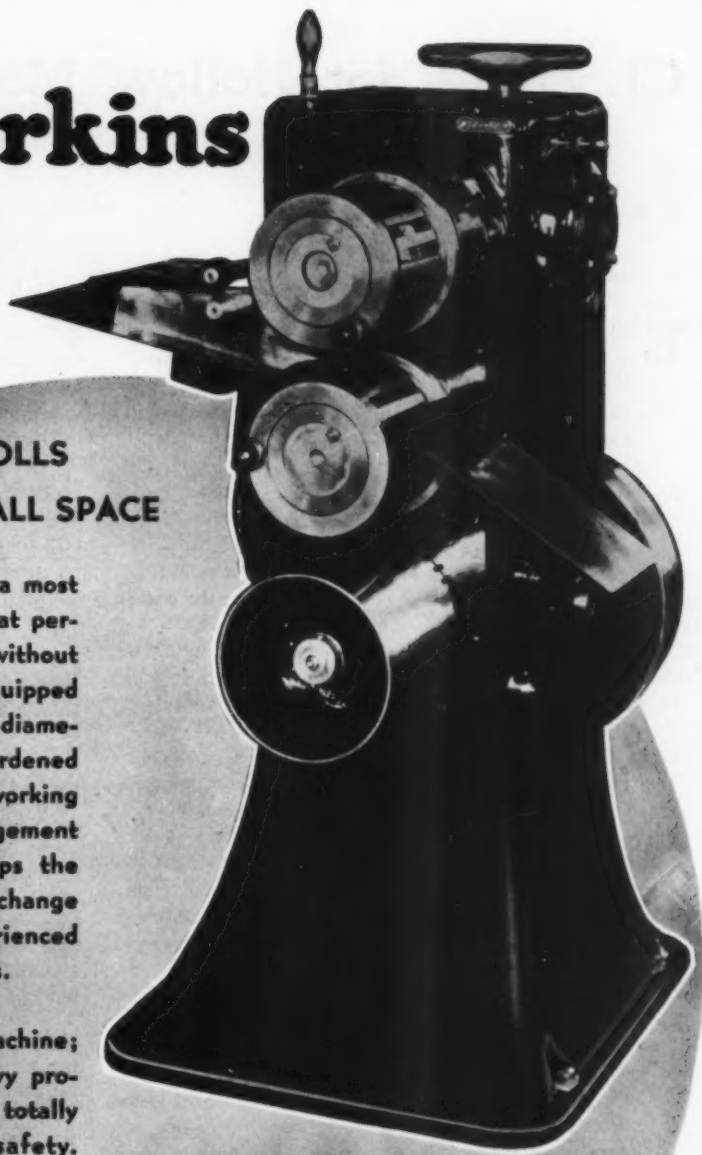
Approximately 125,000 square feet of floor area will be devoted to Foods, Beverages and Agriculture at the 1939 Golden Gate International Exposition on San Francisco Bay. In addition to the huge exhibit palace several acres outdoors will be devoted to a horticultural display of growing fruits, vegetables, and cereals.

The Baker Perkins "Hansella" Drop-Roll Machine

AIR-COOLED SLEEVE ROLLS
BIG PRODUCTION — SMALL SPACE

This machine, unlike others, has a most efficient system of air-cooling that permits mass production operation without danger of overheating. It is equipped with sleeve-type rollers of large diameter, constructed of bronze or hardened steel. The rollers are secured in working position by an ingenious arrangement that not only automatically keeps the rolls parallel, but permits interchange within a few minutes by an inexperienced operator, without the use of tools.

It is a genuinely heavy duty machine; very strongly built to stand heavy production runs and all gearing is totally enclosed to assure complete safety. Write us about this and other Baker Perkins-Hansella Machinery. The line is complete, and every unit carries the well known B-P guarantee of satisfaction.



The New Baker Perkins-Hansella Drop-Roll Machine. Simple, easy to operate and reasonably priced.

BAKER PERKINS COMPANY, Inc.

General Offices and Factory
SAGINAW, MICHIGAN

Eastern Sales: 250 Park Avenue, New York

BAKER PERKINS

SOLE AMERICAN AGENTS AND BUILDERS OF HANSELLA MACHINERY

Chocolate for Hollow Moulded Goods

★ By K. P. VETROP

EXCHANGE of ideas is always of interest, and the following suggestions on handling chocolate for hollow moulded goods may serve as precautions worthy of consideration by some operators who are in charge of this work.

The chocolate for hollow mould chocolate Easter goods should be between 200 and 220 viscosity, with a 32 per cent butter fat. The chocolate should be kept at a temperature of 120° to 125° F. before tempering. If the chocolate is not kept at a temperature above 100° the cocoa butter will separate and the chocolate goods will be muddy and without a gloss.

Often operators make the mistake of keeping their chocolate over night at about 95° F. so that it will be easier for them to cool it down the next morning. But this gives undesirable results in the finished candy, because the chocolate has not been handled properly. The moulded chocolate products will be soft and not have the desired gloss, and will gray quickly and melt readily. Sometimes spots will appear which will be due to the cocoa butter and sugar having separated from the solids. The goods may be all right while in storage in the factory, but as soon as they are removed to higher temperatures trouble develops with these moulded products.

The proper way to care for the moulding chocolate during the production period is to maintain its temperature at 120° F. When you start tempering it in preparation for using it in the moulds, you cool it down to 80° F., then warm it up to 85° F., and keep it at that temperature without variation while using it.

It is always well to bear in mind that milk chocolate should not be heated as high as dark chocolate. The temperature should not be higher than necessary for practical workability. Too many heat the milk chocolate excessively high, thus killing the fine aroma and flavor of the milk.

Temperatures for Moulds

Be careful in tempering the moulds. The moulds should be warmed in a hot room, then cooled down to the same temperature as the chocolate. They are then ready for use.

After the moulds are filled, better results are obtained if the chocolate "freezes" within ten minutes, as the finished goods will have a nice velvet finish with a gloss and snap to them. If the setting time is allowed to run as long as half an hour, the moulded chocolate will be soft, mushy, and without the desired gloss.

Storage Temperatures

The temperature in the cold room should be from 35° to 40° F. The storage room should be about

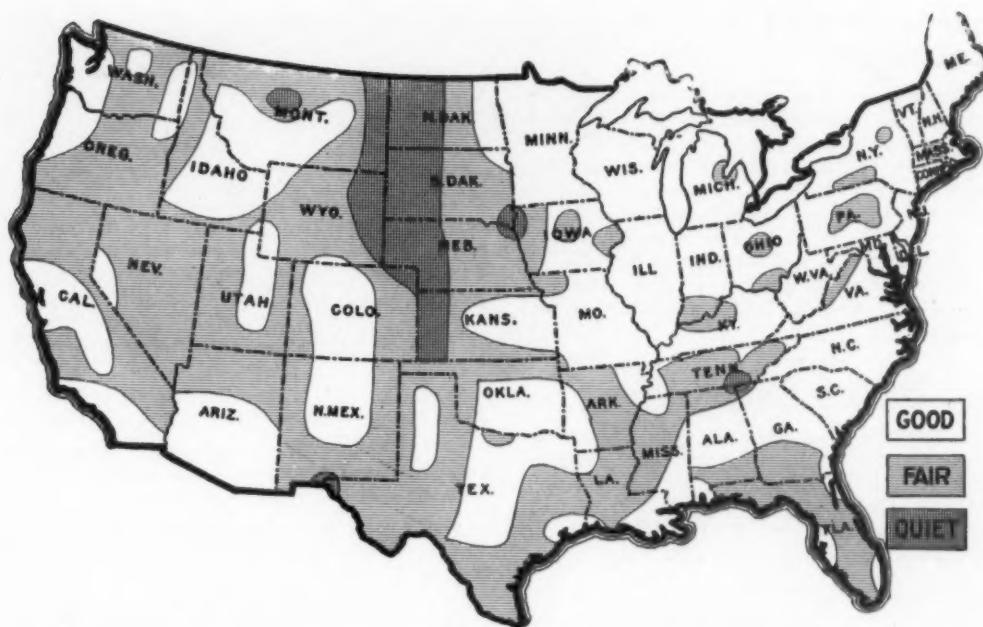
65° F. Thus when the moulded goods are taken out they will not turn. If the goods are kept at too low temperatures, such as 45° to 50° F., they will have a tendency to sweat and get gray when withdrawn to higher temperatures. In cases where the hollow moulded goods are stored at low temperatures, most factories will temper them for a few days at a medium temperature by storing them in a room around 60° to 65° F. Thus the change in temperature will be gradual, and harmful sweating will not occur.

Dentists' Manual for Food-Hazard Cases

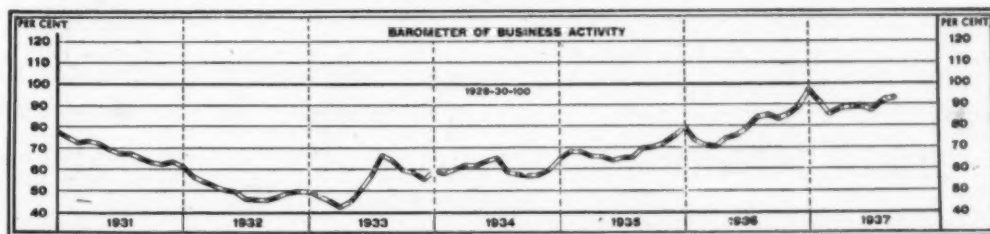
"The Examining Dentist in Food Hazard Cases," is the title of a new book by Charles A. Levinson, D.M.D., Boston dentist who has specialized in this type of work. This book is primarily a presentation of the author's own experience. Dr. Levinson enumerates many items that might be overlooked by even the ablest dentist who lacks experience in the food-hazard field. He gives detailed instructions on how to draw up a report, what should be included in the report and what should be confined to a confidential letter to the company, since the report will probably be read in court. The author reports that in 75% of the food-hazard claims, there is no injury sustained. He insists that the number of fraudulent claims will be substantially reduced if dentists are educated properly as examiners. The book is published by the author at 2 Maple Court, Roxbury, Mass.

Traffic Management

"Functions of the Traffic Manager" is the title of a report issued by the Policyholders Service Bureau of the Metropolitan Life Insurance Co., New York, N. Y. This report is based on data obtained from the traffic executives of 24 companies, representing such industries as food products, electrical goods, metal products, shoes, textiles, chemicals, boxes, paper, cameras, oil, steel and copper, and the distribution trades. It is designed to present the nature and scope of the traffic manager in these organizations. The report gives case-history outlines of the functions performed in the traffic department of seven companies, the internal organization of the traffic departments of several companies, and the measurement of the traffic department's performance. Specific accomplishments of individual traffic departments are cited. In the appendix there is a detailed listing, in the nature of a composite picture, of the activities of the 24 reporting traffic managers. A final section of the report deals with considerations affecting the installation of a traffic department.



This map represents business conditions as of September 1, 1937, as shown in "Nation's Business", official publication of the United States Chamber of Commerce.



BASED ON INFORMATION SUPPLIED BY DUN & BRADSTREET, INC.

THE MAP.—The Map maintains its cheerful aspect, aided by activities in agriculture and industry, which have taken up much surplus labor.

THE BAROMETER.—Prospects of bumper crops, continued activity in mine, metal and electrical outputs and preparations for heavy holiday trade have moved the chart line slightly higher, despite uncertainties affecting trade with the Far East.

British Manufacturers Advance Confectionery Prices

Because of the rise in the price of sugar, the principal chocolate manufacturers in the United Kingdom—Cadbury, Fry, Fuller, Nestle, Terry, and Rountree—instituted a general price advance of about 20 per cent the early part of July. Other confectionery makers are said to be trying to reach an agreement to lessen competition and to increase profit margins.

Distribution Cost Analysis by Commodities

In an address under the above subject, given before the Conference on Distribution, at Boston, on September 21, Nathanael H. Engle, assistant director of the Bureau of Foreign and Domestic Conference, analyzed the distribution costs of confectionery and nine other commodity items, with the conclusion that distribution costs when compared with the costs of production give little evidence to support the popular claim that methods of distribution

are too expensive. Mr. Engle pointed out that the magnitude of the distribution load is generally lost sight of.

As regards confectionery, he points out that the total factory value of confectionery products in 1935 was \$269,484,000, and the marketing cost was \$185,644,000. Compared with the retail value, which amounted to \$426,250,000 in 1935, marketing costs were 43.6% as contrasted with 29% for estimated cost of production.

Prizes of \$1,500 for Best Papers on Cocoa Beans

The New York Cocoa Exchange has announced that it will award a first prize of \$1,000 for the best thesis on the subject, "New Uses for Cocoa Beans and Products of Cocoa Beans." Five additional prizes of \$100 each will be awarded to the five next best theses submitted. The contest is open to graduate and undergraduate students enrolled in American schools, colleges and universities. The Exchange will assist contestants in obtaining cocoa beans for experimental purposes. The judges, three in number, will be selected by three institutions, to be eventually chosen by the Board of Managers of the Exchange.

Dr. Crane to Receive Chemical Medal

Dr. E. J. Crane, editor of *Chemical Abstracts*, has been elected to receive the Chemical Industry Medal, awarded annually to some individual responsible for an outstanding contribution leading to the application of chemical research to industry. The award will be presented at a dinner meeting to be held at the Chemists Club, 52 East 41st Street, New York City, on November 5, at which Dr. Crane will talk on "Words and Sentences in Science and Industry." The medal will be presented by A. E. Marshall; and Dr. Patterson, of Antioch College, will speak of Dr. Crane's work.

Sales Higher Than Year Ago

Based on reports from 43 manufacturers of confectionery, the Department of Commerce reports total sales of these manufacturers for August, 1937, of \$2,871,000, compared with sales of \$2,675,000 in July and sales of \$2,619,000 in August of last year. This is an increase of 9.6 per cent compared with a year ago.

Emergency Repairs of Leaky Pipelines

How to repair pipeline leaks quickly by means of pipe clamps without taking the pipe out of service, is told in the "Pipe Repair Handbook," issued by the M. B. Skinner Co., South Bend, Ind. The booklet discusses the repair of holes, splits, pitted or corroded sections, and all types of joints.

TRADE MARKS for Registration

★ THE following list of trade-marks, published in the Patent Office Gazette for the past month, prior to registration, is reported to The Manufacturing Confectioner Publishing Co., by Mason, Fenwick & Lawrence, Patent and Trade-Mark Lawyers, Woodward Building, Washington, D. C.

Manufacturers and dealers in candies, confectionery and baking products who feel that they would be damaged by the registration of any of these marks are permitted by law to file, within thirty days after publication of the marks, a formal notice of opposition.

FRUTICENE, flavoring extracts for use in cake icing, cake batter, ice cream, and candy centers. Use claimed since May, 1927, by Lyons-Magnus, Inc., San Francisco, Calif.

BUFF-LO-MAID, chocolate flavored malted milk powder, marshmallow creme, cocoa, gelatine desserts, popcorn in its natural state, alimentary pastes, cocoanut, ice cream powder, tapioca, etc. Use claimed since June, 1905, by Mame Pieri, doing business as Bestaste Products Co. and Buff-Lo-Maid Food Products Co., Buffalo, N. Y.

MILKSICLE, frozen confections. Use claimed since June 12, 1935, Joe Lowe Corp., New York City.

PETERKIN, candy. Use claimed since Feb. 1, 1936, by John Horne, Evanston, Ill.

DRI-DEX, powder consisting essentially of dextrine, dextrose, and maltose for use in various food products and particularly ice cream. Use claimed since March 30, 1936, American Maize Products Co., New York City.

ARADEX, powder consisting essentially of dextrine, dextrose, and maltose for use in food products and in the technical production of food products. Use claimed since Aug. 22, 1936, American Maize Products Co., New York City.

SUN-BAN, dried banana powder. Use claimed since April 20, 1937, by Sanib Corp., New York, N. Y.

KREEM NICKEL, frozen confections. Use claimed since Jan. 1, 1937, by Joe Lowe Corp., New York City.

POWER HOUSE, candy. Use claimed since Aug. 28, 1934, Walter H. Johnson Candy Co., Chicago, Ill.

LOFT, fudge sauce, cocoa, caramel cream, candied popcorn, marshmallow toppings, etc. Use claimed since 1925, Loft, Inc., Long Island, N. Y.

ARLENE, chocolate candies. Use claimed since June 1, 1936, by Arlene Chocolate Co., Inc., Brooklyn, N. Y.

NUTROMALT and sun ray design, for chocolate flavored malt in powdered form used in making food beverage. Use claimed since Oct. 8, 1936, by B. Quintero & Co., New York, N. Y.

KARIOKA, chopped mixed nuts. Use claimed since March 1, 1936, by Hitchcock Pecan Co., Galveston, Tex.

SERV-A-PLATE, candies and salted nuts. Use claimed since Sept. 19, 1936, by Gilbert F. Fitzgerald, doing business as 20th Century Candy Co., Milwaukee, Wis.

LIK-EM, peanuts. Use claimed since Oct., 1934, by Brown, Murray Co., Inc., Pittsburgh, Pa.

DELLA ROBBIA, candy. Use claimed since July, 1922, by Norris, Inc., Atlanta, Ga.

WALDORF, frozen confections, including ice cream. Use claimed since Oct. 9, 1936, by Southern Dairies, Inc., Washington, D. C.

PUFF, malt chocolate mixture in powder form for use with drinks, and to make candy and confectionery products. Use claimed since Aug. 25, 1936, by Vac-Made Foods Corp., Chicago, Ill.

MARCELLS, candy. Use claimed since June 1, 1934, by Norris, Inc., Atlanta, Ga.

TRULY SOUTHERN, candy. Use claimed since October 1, 1934, by Norris, Inc., Atlanta, Ga.

DEXTROPEP, dextrose tablets in the nature of confectionery. Corn Products Refining Co., New York.

DEXTROSPORT, dextrose tablets in the nature of confectionery. Use claimed since Dec. 17, 1936, by Corn Products Refining Co., New York, N. Y.

BUTTA CRUNCH, peanut butter and peanuts for sandwich filler. Use claimed since January 21, 1937, by Williamson Candy Co., Chicago, Ill.

LADYETTE, milk chocolate, baking chocolate and marshmallows. Use claimed since January 15, 1936, by United Buyers Corp., Chicago, Ill.

BRADWAY and bottle design, chocolate syrup in manufacture of Food Beverages, Ice Cream, and Candies, and also used as topping for Ice Cream and other Food Desserts. Use claimed since November, 1933, by Bradway Chocolate Co., Inc., New Castle, Ind.

RED-HOT, and head of Devil, Chewing Gum. Use claimed since September 2, 1936, by Pulver Co., Inc., Rochester, N. Y.

CHINA BOY, and picture of boy with chef cap, rice, cocoa, and chocolate. Use claimed since February 5, 1937, by Stuart C. Tompkins, doing business as Stuart C. Tompkins & Co., San Francisco, Calif.

FLAVORS

by

SCHIMMEL

Wild Cherry

The most recent flavor success.
Try these proven candy flavors!

FORTAROM WILD CHERRY

94% natural fruit, will give an unexcelled natural fruit effect. The flavor is sufficiently fortified to be used in hard candy as well as cream centers.

KALLISTAROM WILD CHERRY

is a special hard candy flavor that will not resinify or oxidize when exposed to heat. It is a fine, full-bodied flavor with that special wild cherry tang.



SCHIMMEL & CO., Inc.

601 West 26th Street, New York, N. Y.

Boston

Chicago

Los Angeles

Toronto

SCRUNCHY, and design, candies. Use claimed since April, 1931, by Myra Candies, Inc., New York, N. Y.

BOOMS, popped corn kernels, popped rice kernels, popped oat kernels, popped soy bean kernels, popped wheat kernels for food purposes. Use claimed since January 18, 1937, by Mil-Ford Food Products Co., Milford, Mich.

LUCY ELLEN, for candy. Use claimed since January 1, 1937, by Paul I. Harshman, doing business as Lucy Ellen Candy Co., Sullivan, Ill.

Animated figure, candies. Use claimed since January, 1933, by Geo. Bassett & Company, Limited, Sheffield, England.

SUPERIOR and design, sugar. Use claimed since October 1, 1936, by J. Aron & Co., Inc., New Orleans, La.

GREAT WHITE WAY, candies and biscuits. Use claimed since October 19, 1936, by Europa Sales Corp., New York City.

TERESINA, chocolate, cocoa, and bonbons of or containing chocolate. Use claimed since Jan., 1934, by Aktiengesellschaft Chocolat Tobler, Berne, Switzerland.

KUPPA KAFFY, A Dry Cup of Coffee, candy. Use claimed since April 5, 1937, Charles A. Birch-Field, N. Y.

McDONALD'S Mac's Best, candy. Use claimed since Jan. 2, 1936, by J. G. McDonald Chocolate Co., Salt Lake City, Utah.

ARROW design, chewing gum. Use claimed since May 27, 1937, by Wm. Wrigley Jr. Co., Chicago.

CART WHEELS, candy. Use claimed since March 8, 1937, by Hawley & Hoops, New York City.

TIDDLEDY WINKS, candy. Use claimed since March 8, 1937, by Hawley & Hoops, New York, N. Y.

JEAN MARIE, candies. Use claimed since Dec. 1, 1936, by Helen Harrison Candies, Inc., Chicago, Ill.



MANUFACTURING CONFECTIONER'S PACKAGING CLINIC IN SESSION

HAVE YOU A PACKAGING PROBLEM?

DO YOU KNOW that the Candy Packaging Clinic is the only packaging clinic of its kind conducted in this country exclusively for a single industry? Do you know that its Board is composed of men who are outstanding in the various fields involved in successful candy packaging? Do you know that this Board—under sponsorship of The MANUFACTURING CONFECTIONER—holds a Clinic session for the candy industry every three months? Do you realize that any confectionery manufacturer is privileged to submit to these Clinics—without cost or obligation—any of his packages for constructive criticism and suggestions? The Candy Packaging Clinic is a part of our "profitable packaging" program, as a service to the industry.

THE NEXT CLINIC IS OCTOBER 20—YOU ARE INVITED TO PARTICIPATE

THE MANUFACTURING CONFECTIONER

Pioneer Specialized Publication for Confectionery Manufacturers

Daily News Building

Chicago, Illinois

for

- PURITY
- UNIFORMITY
- ECONOMY



VANILLIN MONSANTO

• Incorporate its true,
delicate flavor and aroma
into your finished product.

Monsanto Chemical Company
St. Louis, U.S.A.

NEW YORK CHICAGO BOSTON BIRMINGHAM
CHARLOTTE CLEVELAND SAN FRANCISCO MONTREAL

STANDARDS OF QUALITY
Monsanto

HEIDE and design, candies of all kinds. Use claimed since June, 1931, by Henry Heide, Inc., New York City.

JELLEFINGER, candy. Use claimed since May 7, 1937, by The Curtiss Candy Co., Chicago.

PING, candy. Use claimed since May 10, 1937, by Mars, Inc., Chicago, Ill.

ACHIEVEMENTS, candy. Use claimed since April 20, 1937, by Joseph Oliver Edy, Oakland, Cal.

GREEN PASTURES, chocolate-covered candy. Use claimed since Jan. 2, 1932, by The Charms Co., Bloomfield, N. J.

THE DON and picture of man in circle, candies, and sugar. Use claimed since Feb. 8, 1889, by The Don Confectionery Co., Ltd., Sheffield, Eng.

SWEETONE for edible soybean grits which may be used as a breakfast cereal and as an ingredient in food products including bread, cake, and other bakery products, and candy. Use claimed since Mar. 12, 1936, by Shellabarger Grain Products Co., Decatur, Ill.

Design of Crown, chewing gum. Use claimed since May 1, 1936, by Ten Crown Gum Co., Inc., Naugatuck, Conn.

WILSON'S and triangle and circular design, candies. Use claimed since Feb. 1927, by Ira Wilson & Sons Dairy Co., Detroit, Mich.

ELIZABETH MAXWELL, candy, consisting of chocolate-covered creams, chocolate-covered caramels, chocolate-covered soft candy, chocolate-covered brittles, chocolate-covered nut candy, uncovered caramels, and uncovered brittles. Use claimed since Jan. 1, 1933, by Elizabeth Maxwell Candies, Los Angeles, Calif.

PASHA, nuts. Use claimed since Nov. 2, 1936 by Awful Fresh MacFarlane, Oakland, Calif.

FAIR PLAY, cocoa, sugar, etc. Use claimed since May 20, 1936, by Weidman, Ward & Co., Inc., Albany, N. Y.

RED E, confectionery, ice cream, etc. Use claimed since May 21, 1937, by Coffee Products Corp., New York City.

FRESHY, The Candy Man, candy. Use claimed since May 17, 1935, by Marshall W. Pierce, doing business as Candyman Products Co., Aberdeen, S. Dak.

SOLCO and design of milk bottle in triangle and circle, extract from cocoa bean in liquid form for food purposes, and milk having incorporated therewith chocolate flavored extract from cocoa bean. Use claimed since Jan. 15, 1935, by Choice Foods, Inc., Detroit, Mich.

ORCHARD'S, fruited dextrose sugar used as a food flavoring. Use claimed since Dec. 3, 1934, by Orchard Products Co., Chicago, Ill.

DROSTE'S and design of Dutch girl on label, cocoa, chocolate, candies, and pudding powder. Use claimed since Sept. 1,

1936, by Naamlooze Vennootschap Droste's Caca En Chocoladefabrieken, Haarlem, Netherlands.

LUCKY ME, LUCKY YOU and design of wrap, prepared and prewrapped candy bars. Use claimed since June 20, 1937, by Allen Leiber, Chicago, Ill.

ARANBEE, cocoas, chocolate for cooking and baking purposes, icings, baking specialties, namely, fudges and fruit thickeners in powdered form, nuts, etc. Use claimed since March 1, 1930, by Reiss & Bernard, Inc., New York, N. Y.

BITTIES, granulated nut meats. Use claimed since July 30, 1937, by Hogue Mercantile Co., Kansas City, Missouri.

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There's no need to tell you what uncontrolled indoor weather can do to candy production . . . product quality . . . and profits.

We can assure you, however, that losses and delays due to these conditions can be eliminated . . . with a Sturtevant Air Conditioning System.

Life Savers, Inc., have done it. American Mint Co., too. Our long experience with these and many others in the candy industry is at your service. Let us show you what air-conditioning can do in your plant.



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**CITRIC
ACID**
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MFG. CHEMISTS

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This large plant in Hoboken, N. J., has been purchased by The Sweets Co. of America, Inc., and contains 100,000 sq. ft. of floor space. Removal to the new location will be complete by February 1. Bert Rubin, president of the company, says that they have just had the largest year's business in the company's history with sales of 1c and 5c "Tootsie Rolls" alone well in excess of 250,000,000 pieces.

British Manufacturers Increase Volume, But Prices Are Low

★ By DR. SAMUEL H. BAER

President, Blanke-Baer Extract & Preserving Co.

THE volume of business done by the chocolate and candy manufacturers in Great Britain is very good and is on the increase, but the price competition has been so keen that their profits, many of them state, have not been satisfactory. This is in part attributable to the fact that some manufacturers had sufficient foresight to buy cocoa beans when they were low, and these manufacturers have based their prices on the cost of the beans rather than on the market, forcing the less fortunate manufacturers to sell at unprofitable prices to remain competitive. These low prices are now to be raised, and it would seem that the manufacturers should show an increased profit.

To understand the conditions in the confectionery industry in Great Britain, it is necessary to realize that they have a certain volume of business in candies and chocolates that retail at about 16 to 18 cents per pound, a larger volume that retail at 25 cents, and some volume at 50 cents a pound. The manufacturer of fine chocolates, fine candies and fine confectionery naturally obtains prices that vary from 75 cents to \$1.50 a pound, and business in better-class chocolates and candies seems to be on the increase. When one considers the low prices at which some chocolates and candies are sold, one must admit that the quality is unusually good.

There is one condition in Great Britain that is decidedly different from that obtaining in the United States: the retail shops of all kinds are in great number, but their volume business seems to be less than that done by corresponding shops in America. In consequence, while in the United States the selling price from the retailer to the consumer would be based on a 25 per cent gross profit, the shops in England must make a gross profit of 40 per cent to 50 per cent of their selling price in order to cover their overhead and operating expenses. Hence, cooperative stores are to be found in increasing number in Scotland and northern England and are also being introduced into other parts of England. These cooperative stores pay no income taxes.

(Dr. and Mrs. Baer sailed from New York on July 14,

THE MANUFACTURING CONFECTIONER

on the SS. *Aquitania*, for an extended visit in England and on the continent. The above is an extract from a letter written from London, on October 4. The Baers motored from London to Edinburgh, where they attended the World's Conference of Faith and Order, to which Dr. Baer was a delegate. The first day they covered the 200 miles from London to York, which was considered an extraordinary long day's run by their English chauffeur. With few exceptions, the roads in Britain are old and very winding, and they pass through the cities and towns instead of skirting them. Much of the scenery on their route was extraordinary, reminding them of New England. Mr. Baer took advantage of his stay in York to visit two large chocolate manufacturing plants. After attending the Chocolate and Confectionery Exhibition in London, the Baers plan a trip to the continent. We await further report with interest.—Editor.)

Industrial Accidents That Are Peculiar to Women

★ By ELLEN D. McKEON

Assistant to District Engineering Manager of American Mutual Liability Insurance Co.

From an address at the Food Section of the National Safety Congress, in Kansas City, October 14.

Women in industry suffer more accidents as a result of falls than from any other working hazard.

Why should you not definitely attack "falls to women" accidents? Concentrate on them; correct the conditions which the management can correct, such as slippery floors, unsafe aisles, improper equipment, careless or incomplete supervision, etc. Bring the subject to the foreground in the minds of your women employes by friendly advice, constant vigilance, posters and signs conspicuously posted, but, above all, by proper instructions.

And then, when an accident does occur, make it a constructive factor through an illuminating investigation.

Choice of employes will help very definitely. Women do slip and fall more readily than men. They have, on the average, less sense of physical control than men have. It is a point peculiar to them and it is an important one in your accident record.

Just as it is important to hire men who can deal with and handle men successfully, it is cardinal to have supervision by women who understand, have sympathy for, can freely deal with and successfully handle women. Women, singly or in the aggregate, are sometimes a puzzle to men, so choose women supervisors, and do so as you would choose your female workers, with judgment and on a plan.

Accidents are peculiar to many women because many women are peculiar themselves. That is why they wear peculiar footwear and clothing and are hard to wheedle or guide away from the habit. Only good female psychology will make progress.

Women, too, sometimes impose on men; they hide behind their sex; and discipline is needed with them as anyone else. They must be understood to be disarmed and led.

Fatigue affects women more quickly, as a rule. That is why you must consider rest periods, fatigue-reducing seats and such details. Any old seat won't do. A tired woman with a lame back may be a costly question in your hands. Footwear also plays a part in fatigue.

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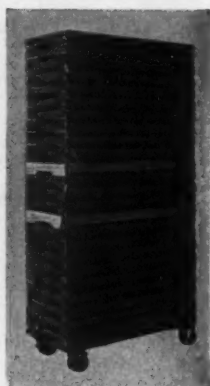
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COLLOIDAL BLACK is richer in
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Supervision, among other things, should see that women are not rushed unduly, and do not carry loads beyond their capacities. The age of the woman is a factor to be considered. We have found that younger women are steadier on their feet, while older women are more reliable and stable on dangerous machinery.

As a business question, a safety organization should be an operating function in your plant and the safety committee should include women in order to promote a spirit of loyalty.

Gather your knowledge of accidents with a close regard for underlying factors; be without prejudice; follow your information so as to get the truth and not what you would like to get; and when you get the truth, put it to work, but when you put it to work with women, remember that you are dealing in some instances with accidents that are peculiar to women.

Capsule Diet of Year 1995

A preview of that enchanted year 1995 will be given in 1939 by the Golden Gate International Exposition on San Francisco Bay in one of the most sensational exhibits ever attempted by a World's Fair—a demonstration of life maintained entirely by synthetic foods.

According to Milton Silverman, Director of the Fair's Hall of Science, a group of "laboratory animals" will be on display. These specimens will have been fed nothing but chemically compounded capsules from birth, and, Silverman says, they will be healthier and happier than any animals reared on normal diets.

"The reason for this," he adds, "is that by the use of chemical foods their diet will be controlled to the most minute fraction. It will not be just approximately correct; it will be exactly correct."

Methods of manufacturing proteins, fats and sugars in the test tube, which have been under experiment by American scientists for a considerable time, will be introduced to the general public at the Golden Gate Exposition. At the present time the cost of manufacture would prohibit the use of capsule foods by humans, but, in the year 1995 or some other future year, such feeding of mankind might be both practical and necessary.

Given carbon dioxide and water, which may be obtained from plants, all the elements of diet except mineral salts can be synthetically manufactured. From carbon dioxide and water, sugar could be developed, which, in turn, treated with nitrogen, would create protein. Fats would be supplied by the sugar subjected to chemical breakdown. Mineral salts could be obtained from sea water and other readily available sources. Synthetic flavors would be added.

Curiously, the one essential element for creating these synthetic foods is a deadly poison, formaldehyde. Formaldehyde treated with alkalis becomes sugar. In nature's own process of making sugar, the carbon dioxide and water in plant life evidently passes through the formaldehyde stage before it actually becomes sugar.

The synthetic proteins for the Fairs' exhibit will probably be manufactured by biochemists of the University of California, who also will manufacture the sugars. Stanford University scientists are expected to manufacture the fats, while the vitamins will be supplied by research institutions from all over the world. Essential salts will be supplied by chemical supply houses.

Preliminary plans for the exhibit are under the direction of Dr. C. L. A. Schmidt, head of the Department of Biochemistry at the University of California.



Fermentation—A broadside, in colors, covering the use of "Convertit" to prevent fermentation and to govern the "softness" of cream centers and other candies. Issued by The Nulomoline Co., 120 Wall St., New York, N. Y.

Flavors—Price list on the new Fortaroms, as well as on Kallistroms, Fruit Oils Z, imitation basic flavors, essential oils, aromatic chemicals, and other products. Issued by Schimmel & Co., Inc., 601 West 26th St., New York, N. Y.

Wrapping Machines—Folder describes and gives specifications of FA type wrapping machines. Emphasis is laid on the ease in handling various kinds of papers—cellulose, foil and printed wrappers. Machines can be equipped with "electric eye" to handle wrappers in roll form. Issued by the Package Machinery Co., Springfield, Mass.

Vitamins—The story of the discovery and isolation of the various vitamins is told in the September, 1937, issue of "Monsanto Current Events," published by the Monsanto Chemical Co., St. Louis, Mo.

Christmas Packaging—Many interesting examples of the use of Cellophane are shown in a 23-page booklet, which includes an insert giving names of authorized suppliers for gift wrappings of Cellophane. Issued by E. I. du Pont de Nemours & Co., Cellophane Division, Wilmington, Del.

Flavors—Price list and catalog on confectioners' flavoring materials, essential oils, certified food colors, etc. Issued by Magnus, Mabey & Reynard, Inc., 32 Cliff St., New York, N. Y.

Flavors—Fruit flavors, flavors for hard candy, flavor oils, solvents, special flavors, certified food colors, etc., are listed in the latest wholesale price list issued by Fritzsche Brothers, Inc., 76 Ninth Ave., New York City.

Dust Control—Folder on use of calcium chloride for dust-proofing roadways and grounds near food plants, kitchens, stands, etc. Issued by the Solvay Sales Corp., 40 Rector St., New York City.

Window-Display Research—Report on "Window Display Circulation and Market Coverage," which definitely shows that the circulation of window-display advertising can be evaluated, volume and quality of circulation defined, and cost obtained. Price, \$10. Can be obtained from Association of National Advertisers, Inc., 330 West 42nd St., New York City.

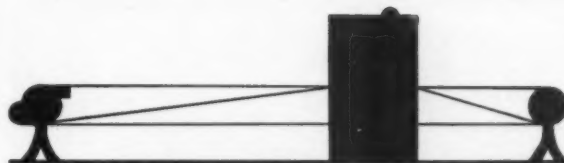
Retail Cooperatives—An outstanding book on the subject, by Hector Lazo, of the Cooperative Food Distributors of America. Price, \$3. Published by Harper & Brothers, 49 East 33rd St., New York City.

PACKOMATIC CARTON FORMING MACHINE.—An illustrated folder describing the Packomatic carton forming machine. Issued by J. L. Ferguson Co., Joliet, Ill.

TAG INDICATING AND RECORDING TEMPERATURE AND PRESSURE INSTRUMENTS.—Catalogue No. 10600. A 56-page brochure containing illustrations and complete data, including price list, on indicating and recording temperature and pressure instruments. Issued by C. J. Tagliabue Mfg. Co., Brooklyn, N. Y.

FOR PREMIUMS AND PACKAGING YOUR PRODUCT THE MODERN WAY.—A colorful and illustrated folder containing distinctive designs of the re-usable chests manufactured by Nussbaum Novelty Manufacturing Co. Issued by Nussbaum Novelty Manufacturing Co., Berne, Ind.

GLYCERINE FACTS.—A bulletin containing information on the latest uses of glycerine. Issued by Glycerine Producers' Association, New York City.



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The glazed enrober cooling tunnel belt the Candy Industry is now installing on all of their equipment, as it is CRACKLESS, contains NO RUBBER, will operate over sharp knife edge or nose bar without cracking. Extra long life—perfect bottoms—guaranteed, as it is double texture cushioned constructed. Proven by tests conducted past 9 months.

Send us today your specifications for a trial belt. Be convinced.

BATCH ROLLER BELTS

Heavy tubular woven fabric—will not stretch or shrink—no seams—folded and reinforced edges sewed with tape—perfect running—double edge, double life.

ENDLESS ENROBER CANVAS FEED AND DELIVERY BELTS

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The 1938 ECONOMY "BELTURN"

Will give continuous conveying around a turn providing additional space for cooling and packing and giving increased production and lower costs.

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THE SIMPLEX CREAM FONDANT SYSTEM

Will Increase Production—Reduce Labor and Operating Costs—Require Less Floor Space—Improve Quality—

Adaptable for cooking and cooling perfectly all types of Hand Roll or Cast Creams on limited or production basis.

The "SIMPLEX" is now manufactured in several models (for cream fondant, toffees, grained mints, and hard candies), each adaptable to your particular problem and type of candy.

Write us for details.
"Cutting Costs with a Simplex."

VACUUM CANDY MACHINERY CO.
15 Park Row New York City

CONFECTIONERS' BRIEFS

Inaugurating a special sampling campaign on "Mounds," a 5c candy bar, PETER PAUL, INC., of Naugatuck, Conn., will give both jobbers and retailers their usual profit on all samples going to the public free, reports *Advertising Age*. Newspaper and poster advertising will be used, the newspaper ads carrying coupons entitling the purchaser of one bar to another one free, and all coupons will be redeemed through the jobber.

At a recent meeting of the Board of Directors of the WARNER CANDY MANUFACTURING CO., of Weatherly, Pa., A. L. MITKE, of Freeland, was elected to fill the positions of president and general manager, left vacant by the resignation of ELMER WARNER. Mr. Warner remains as a director. W. O. GERHARD and NORMAN H. KOCH resigned as directors, though Mr. Koch will continue temporarily to serve as secretary to the Board.

THE KIMBELL CANDY CO., Chicago, are now operating in their new factory, located at 6546-6556 W. Belmont.

The MARTHA WASHINGTON CANDIES CO., Chicago, is planning an expansion program in the Middle West and expects to have ten new stores open by December.

JEROME W. TURMELL has been transferred to the Los Angeles office of the HERSHEY CHOCOLATE CORP., where his territory will include southern California and southern Nevada. He was formerly in the southern Michigan territory, with headquarters at Bay City.

The JACOBS CANDY CO., of New Orleans, are advertising that city by marketing their chocolates and pecan pralines with package emphasis placed on the Creole tradition and the Vieux Carre.

JOE JACOBS, owner of the BAUER CONFECTIONERY CO., Denver, Colo., recently passed away while in the East.

The annual convention of the WESTERN CONFECTIONERY SALESMAN'S ASSOCIATION will be held in St. Louis on December 9 to 11.

Six new flavors are being added to their line of caramels, and a new 5c toffee bar has been announced by the KRAFT-PHENIX CHEESE CORP., Chicago. The new caramel flavors are molasses, rum, raspberry, coconut, licorice and coffee.

Ever seeking to improve cocoa and chocolate equipment



IT is natural that the name of LEHMANN appears so often in relation to the development of machinery for refining cocoa and chocolate, because LEHMANN has maintained a leading position in that field for more than 100 years. With such a background our efficient organization of designers and engineers always is seeking to improve on existing methods and practices. Their knowledge and experience are freely available to manufacturers who have the same thought in mind.

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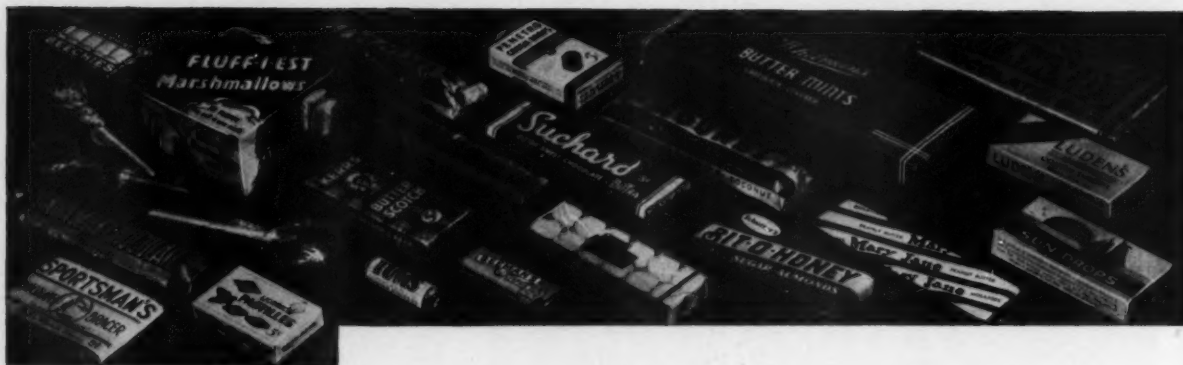


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MANUFACTURING CONFECTIONER



"Ask Us Another" . . .



Some of the many confectionery products that are wrapped on our machines.

We have helped to solve wrapping problems in every branch of the confectionery industry

When you are working on a new idea for wrapping your product. . . . When you're getting out a new type of candy, or a different size, shape, or style—put your wrapping problem up to us.

From the earliest days of machine wrapping, we have been constantly contributing to the development of modern methods, particularly in the confectionery field.

Our machines are extremely versatile. They are adjustable for a wide variety of sizes and shapes. And they produce many different styles of packages with every type of wrapping material. New ideas, therefore, may be adopted without mechanical limitations.

Four of our widely used models are briefly described below:

MODEL 22-B—Wraps candy in individual pieces. Handles hard candy, or soft center pieces, in many sizes, odd and fancy shapes. Does combination type wrapping (for example: inner wrapper in foil, outer wrapper in transparent cellulose).

MODEL 42-B—Plastic Cutting and Wrapping Machine. Designed to cut and wrap caramels, toffee, or similar types of candy in fold-wrap style (heat-sealed). Speed 250 to 500 per minute. Built for dependable production at high speeds. Most advanced machine of its kind ever introduced in this country.

MODEL LP—Designed for wrapping pops of various shapes and sizes. . . . Speed 80 to 90 per minute. Uses waxed paper, glassine, or transparent cellulose. Material may be purchased in roll form—far more economical than cut-to-size sheets.

MODEL GH—For wrapping bars or open boats. Adjustable for a wide range of sizes and shapes. Handles printed material in roll form. Electric Eye registration locates the printing accurately on the goods. A big saving over hand wrapping which requires cut-to-size sheets.

Get in touch with our nearest office.

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PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines

CANDY PACKAGING AND MERCHANDISING AIDS

A SECTION DEVOTED TO BETTER PACKAGING AND MERCHANDISING METHODS

BAR WRAPS

Interesting Effects Can Be Obtained by Using Printed Glassine, Foil or Transparent Cellulose, or Combinations of These Materials

★By F. L. SPANGLER

IN the office of a certain converter there is an exhibit that he shows to all his confectionery customers. (The business of a converter is to process and print paper and foil of various descriptions, thereby "converting" it into wraps.) This exhibit consists of several individual exhibits, each representing some well-known candy bar, including one of the first of the brand ever made, and continuing in chronological order with other bars of the same brand, up to the bar at present on the market.

It's an interesting lesson in the evolution of the candy bar. In looking at these bars, one notices that the size has increased, in many cases changes have been made in the shape of the bar, and, finally, the present-day wrapper has an appeal to 1937 tastes that is not evident with the older wrappers.

Geographical Distinctions

But what are 1937 tastes? Can they be defined? One wrap manufacturer makes this significant statement:

"When a customer wants a bar wrap, it is necessary that I know two things—the kind of bar that goes into the wrap, and the place (geographically speaking) where the bar is to be sold."

A few bar manufacturers recognize the distinctions in color-appeal and design-appeal existing between various sections of the country where they sell their goods, and they plan their wraps accordingly. It is found, for example, that of two kinds of wraps carrying different colors and designs, one will sell better in New York than the other, while the reaction of buyers in San Francisco may be just the opposite.

This bar-wrap business gets complicated when one has to appeal to the whims of the public in all sections of the country, but bar manufacturers find that when some attention is given to this matter the sales curve takes an upward spurt.

Almost all bar wraps are of three kinds: glassine, foil, and transparent cellulose. These are used individually or in combination.

Glassine Paper

In the making of glassine paper, the paper fibers are soaked and then super-calendered, which is an "ironing"

process. The calendering operation renders the paper grease-proof. Glassine is available in transparent and opaque sheets.

These properties of glassine, together with the fact that its smooth, dry surface does not cause dust to adhere, and the surface is readily brushed or wiped off, cause this paper to retain its high popularity as a bar wrap.

Glassine paper can be printed by letter-press or offset processes, or can be hot embossed. For bar wraps, the plain printed paper is used because of its low cost. A variety of colors can be used on one wrap; but since the printing is done in one process, one color cannot be printed over another.

The use of glassine is not limited to bar wraps. Provided with one of many attractive embossed patterns, it is used as a box liner. It is not a twisting paper, so is not used for wrapping candy kisses, for which special wrapping papers are provided.

Going to the subject of foil wraps, one finds these furnished in silver and gold, with the former far predominating. In addition to being moisture-proof, if sealed, and grease-proof, foil is opaque, which makes it particularly desirable where light is to be excluded from the candy bar. However, to the candy buyer, it is probably the luster of foil that is its predominating appeal. On the other hand, foil is a comparatively expensive wrap when considered from the standpoint of cost alone.

Combination Foil and Glassine

Many bar manufacturers are using a combined wrap of glassine and foil, thereby obtaining an unusual effect in color and luster, and at the same time realizing the opaque qualities of foil with all the advantages of the exterior glassine wrap, at a cost that is less than that of the foil wrap alone. Such a combination wrap consists of a printed glassine wrap, to the under side of which is attached a strip of foil only large enough to cover the upper surface of the candy bar (the surface exposed to the light and seen by the customer). The transparency of the glassine allows different color effects to be obtained by the combination of transparent printing inks and foil. Some of the wraps obtained in this way are very striking.

(Turn to page 62)



SHOWMANSHIP



COLORIZE

Act. IV of

Showmanship in Business

★By ZENN KAUFMAN

RED and Green! Stop and Go! When the light at the corner turns red—you stop! When it turns green—you go! Twenty million motorists take these signals for granted every minute of the day—and so do the railway engineers who are guardians of the two hundred million passengers on railroad trains entrusting their lives to the blinking lights that signal danger and safety to speeding trains.

Black Spelled Death, Green Life

But color signals do much more than direct traffic. Black signaled death in London where Blackfriars Bridge was a favorite suicide spot. Police repainted it green last year, and—according to *Readers' Digest*—the suicide rate was cut by a third! Black signaled death, but green signals life. The *Digest* also tells how magenta lights at a party are better than two cocktails. Magenta signals romance, making men more gallant as women appear more youthful and glamorous.

Color association is a tremendous force in our lives. In business, too. The public recognizes filling stations, candies, soaps, trade marks by their standardized coloring. But the association must be checked carefully back to the goods themselves. A candy manufacturer readily sold his merchandise when he wrapped it in red paper. His sales had been few when it was boxed in a blue package. One color expert found that certain colors that increased sales in a low-priced field decreased sales in high-priced fields. For example, a red-handled tooth-brush sold well. But who, except the fire chief, would buy a really red automobile?

Air sickness was reduced definitely by redesigning the interior color scheme of airplanes. Further, they took off the menu certain foods that had unpleasant color values.

The English and Irish will respond quickly to blues, grays and greens; the Germans and Dutch like reds and oranges. National preferences in color are sometimes very important. In China, for example, white is the color of mourning.

Fred Rahr nearly doubled the business of the Certainteed Products Co. by "colorizing" their whole business. First, he redesigned their product—a roofing shingle—in new and brighter colors. He hired a crew of college men and sent them out in a fleet of ten rainbow-colored automobiles. Cooperating with the local building supply dealer, the fleet would anchor at the door of an industrial plant at lunch time, and as workmen streamed out they would



find the road covered with rows of beautiful shingles. At Binghamton, N. Y., where they started, 128 leads were obtained, resulting in 22 sales within a few days—and always at prices higher than existing competing levels. Further publicity was obtained by night installations with flood lights.

You Can't Forget These Firms

Not far from Salt Lake City is an ordinary lumberyard. The owner of that lumberyard had an idea. His name is Green; he painted the fence green, wore green socks, green suit, green tie, green hat, got the telephone company to break one of their rules, and put a "Green" prefix to the number, used green ink, and then advertised himself, "Green for lumber—when you think of Green's, think of lumber." His retail lumberyard did a great business.

Harry Ostler, of Salt Lake, made orchid the color of his "Paradise Package." Finding this package his best seller, Harry proceeded to make orchid the official color for the firm. It is used on the front of the factory building, as retail display material, for the firm's printing color on stationery, for the suits of the firm's baseball team, even on machinery, tables, woodwork, and refrigerators.

Then there's a printer in Salt Lake City doing things no other printer has ever done; in his print shop the girls wear smocks—they change the color every week. Every desk is painted a different color—pink, blue, purple, green, yellow. You may go away fearing you are goofy, but you never forget the plant!

Certain combinations of color in stationery and enclosures in direct-mail selling are found to sell better than

LETTERS STAY
SCOTCH
CELLULOSE
TAPE

Scotch Cellulose Tape is the positive "pressure-seal" for candy boxes and wrappers. Makes possible a variety of attractive packages that remain sealed and retain their factory appearance until opened by the consumer.

Fast, clean, economical. Available in transparent and in attractive colors!



Surley's
POLAR
BAR 5¢
Chocolate Malted Candy

Try One
CHILLED!

AND FOR SEALING
ALL TYPES OF PACKAGES



Scotch Cellulose Tape is the positive "pressure-seal" for candy boxes and wrappers. Makes possible a variety of attractive packages that remain sealed and retain their factory appearance until opened by the consumer.

Fast, clean, economical. Available in transparent and in attractive colors!

Send coupon below for
introductory order today!

Scotch Cellulose Tape Made and Patented in U. S. A. by
MINNESOTA MINING & MFG. COMPANY
 SAINT PAUL MINNESOTA



Under one or more of the following U. S. Patent Nos.: 1357638, 1779508, 1856986, 1814132, 1899970, 1930413, 1954885, Re. Nos. 18742, 19128.

ORDER BLANK

MINNESOTA MINING & MFG. COMPANY, Saint Paul, Minnesota
 Gentlemen: Please ship thru my wholesaler the items I have checked:

<input type="checkbox"/> 6 rolls transparent Scotch Cellulose Tape, 1/2" x 1296', @ 72c.....	\$4.32
<input type="checkbox"/> 6 Pocket Dispensers, 1/2" Refillable @ 10c.....	.60
	\$4.92
<input type="checkbox"/> 12 rolls 1/2" x 2592' Transparent Scotch Cellulose Tape @ 99c.....	\$11.88
<input type="checkbox"/> 1 Heavy Duty Dispenser.....	1.40
	\$13.28
<input type="checkbox"/> 2 rolls 1/2" x 2592' Transparent Scotch Cellulose Tape @ \$1.15.....	\$ 2.30
<input type="checkbox"/> 1 Heavy Duty Dispenser.....	1.40
	\$ 3.70

Name _____ Address _____
 City and State _____ Your Wholesaler _____

MC 9-37

TOOTSIE

A REGAL CANDY

DRESSED UP IN RIEGEL PAPER

When it comes to the final delightful touch of packaging, it's little wonder that America's favorite candy chooses America's leading waxed paper.

TOOTSIE — hanging up a new all-time-high in sales — advertises it's the one candy that stays perfect under all weather conditions and logically uses Riegel paper for the ultimate in sanitary protection as well as attractive, distinctive wrapping.



1c. CHOCOLATE TOOTSIE ROLLS

America's best-known and fastest-selling one-cent candy! Smartly wrapped in protective Riegel paper.

1c. TOOTSIE FILLED POPS

The only pops with the delicious TOOTSIE center! As gay as a basket of flowers with Riegel wrappers in flashing colors to match the 5 tempting flavors: Chocolate, Lemon, Orange, Root Beer and Wild Cherry—also, solid Wild Cherry.



**THE SWEETS COMPANY
OF AMERICA, INC.**

414 WEST 45th STREET
NEW YORK, N. Y.

others. Here, for a single example, is the experience of Caslon Bond:

Percentage of list responding	Color of letter paper	Illustrated	Color of envelope
48	pink	yes	blue
34	canary	yes	blue
28	green	yes	blue
26	pink	no	white
26	corn	yes	blue
21	canary	no	white
18	white	yes	white
16	green	no	white
14	corn	no	white
12	white	no	blue
9	white	no	white

The newspapers are making big progress in putting color into daily advertising. Take the hint—use it in your

direct-mail advertising and in your store and window displays. Use it in your packages and wrapping. Use it on your trucks.

Gimble Bros. pioneered true-color photography as a means of illustrating exactly their finest candies. Everyone knew that licorice was black, but Mason's "Black Crows" profited by emphasizing this fact. The Perfection Candy Co. in Denver attracts attention by painting its trucks dark red with a black trim. The lettering is in gold leaf outlined with green.

When Schenley promoted Dubonnet as a new color, many stores boosted sales with timely tie-ups. Men's hat departments promoted Sparkling Burgundy as another color tie-up with Schenley. Stores find that cosmetics sell quicker when sold by girls whose colorings blend harmon-

iously with the shade they are selling. Blondes and red-heads now grace cosmetic counters which were formerly monopolized by brunettes. A hosiery department of a leading Chicago store caters to the tanned legs of their patrons with stockings dyed to match the perfect sun-tan.

Big strides are going to be made in color in the next couple of years, "Colorcable" is a machine which will transmit color by wire. Macy's flashed colors from Paris in twenty seconds. The colorcable message for a certain shade of blue might read as follows: "4 stop 62 per cent 67 stop 24 per cent 68 stop 14 per cent."

Three colored paper discs start whirling on a phonograph turntable and at the point where the three discs overlap, the correct color is registered.

With successful use of color in "A Star Is Born," Technicolor becomes a reality, and it will have a big effect on merchandising. Adolph Ochs said that he hoped he would be dead before his paper appeared in color. Unfortunately, his wish came true, but if you will peek at next Sunday's *New York Times*, you will find that color is doing a grand merchandising job for advertising.

Color—like the automobile—is here to stay. Colorize!

Packaging Exposition to Be Held in Chicago in March

The Eighth Packaging Exposition will be held at the Palmer House, Chicago, March 22-25, 1938, it is announced by Alvin E. Dodd, president of the American Management Association, sponsoring organization of the exposition.

Some 75 leading firms throughout the country will present in the exposition the latest developments in machinery, equipment, supplies and services vital to the packaging, packing, physical distribution and merchandising of a considerable proportion of the nation's commodities and goods.

Concurrently with the exposition, the American Management Association will hold its Eighth Conference on Packaging, Packing and Shipping. Leading national authorities will discuss outstanding problems and developments in these fields.

A notable feature of the exposition will be an exhibition of all entries in competition for the Seventh Irvin D. Wolf Awards, the nation's highest honors for outstanding accomplishment in the merchandising and technical phases of packaging.

The exposition returns to Chicago for the first time since 1935, the showings of 1936 and 1937 having been held in New York City. Holding of the exposition in Chicago, it was pointed out by Mr. Dodd, reflects not

only the national scope of the exposition but also a recognition of the increasing importance of the mid-western market for the equipment, machinery and services which the exposition so dramatically presents.

The annual packaging expositions were inaugurated under the sponsorship of the American Management Association. The association is a non-profit federation of industrial and commercial corporations and executives who are interested in business "both as a profitable enterprise and as a profession." Its members, drawn from all types of industry, exchange information, compare methods and check results through conferences, publications and personal consultation. The association's sole concern is with "the practical aspect of business technique."

The exposition will be under the management of Clapp & Poliak, Inc., 232 Madison Ave., New York City, which organization has managed all previous expositions.

Suggests New Combinations For Holiday Wrappings

New variations of color for wrapping holiday packages and displaying merchandise were suggested by Howard Ketcham, noted color engineer, speaking at a luncheon given recently in New York City by the Cellophane Division of the du Pont Company.

"Many of the standard colors of Cellophane," said Mr. Ketcham, "may be combined in much the same manner as pigments are mixed, to produce added variations and nuances. For example: amber over light green will produce an attractive lemon hue. Blue over light green provides subtle deep-sea turquoise effects. Pink and tango produce a dark tan. Amber and violet combine to produce a splendid dubonnet. An amazing variety of color effects may be produced on merchandise with the ten standard colors skillfully applied. The hue possibilities can easily be increased tenfold."

Illustrating his suggestions with sample combinations, Mr. Ketcham showed how orchid film tends to make green-colored wrapping appear dark blue-green, or turns brown to an attractive plum hue. "Light blue Cellophane," he said, "tends to darken yellow merchandise and change its apparent hue to green-yellow. Dark blue makes red look black. Amber turns red-purple into a golden tan. Splendid surprise effects are possible in wrapping gift packages with the transparent color filter effect that the transparent film provides. Many manufacturers have failed in their sales-promotional efforts with color because of a too persistent attempt to push commodities in colors that fall short of the standards of taste of their consumers."



RIEDEL PAPERS

FOR CANDY PACKAGING

Send this coupon
for samples
of papers
made by Riegel



RIEGEL PAPER CORPORATION
342 Madison Avenue
New York, N. Y.

Please send samples of papers for candy packaging.

NAME

COMPANY

ADDRESS

PREMIUM DEPARTMENT

A Service Department to Promote the Intelligent Use of Premium Aids

The Premium Show

★ By E. C. PILCHER

ONE hundred and nineteen exhibitors presented their products in colorful array to over 1,200 registered guests at the Third Annual Premium Buyers' Exposition, sponsored by the Premium Advertising Association of America, Inc., which was held during the week beginning September 27, at the Hotel Astor in New York City.

An interview with the secretary of the association, Howard W. Dunk, reveals that the 1937 exposition proved to be the most successful of these annual premium shows ever held. Registration showed an increase of 25 per cent over last year's showing. Over \$3,000,000 of actual business was placed on the Exposition floor. One firm alone placed over \$500,000 worth of business.

Although registered guests represented almost every industry in the country, a review of the registration cards shows that there was an unusually large number of representatives from the confectionery industry. This indicates that candy manufacturers are becoming more and more interested in the use of advertising premiums. The president of one exhibiting firm reported that he was selling premiums to every large candy manufacturer in the country with the exception of two.

During 1937, almost \$600,000,000 worth of merchandise will be used as premiums in the United States. That alone indicated the tremendous business done in premiums.

Wandering about the Exposition, we were reminded of the old country general store which carried a line extending from needles to ploughs. Almost every conceivable sort of item was on display in unusually attractive and colorful booths.

One would hardly consider razor blades an effective premium item in the confectionery industry, and yet, at the booth of the Pal Blade Co. we learned that an Eastern company had placed their peppermint chewing gum in over 250,000 retail outlets within a short period of time, and they attributed this remarkable showing to the use of razor blades as premiums.

The Barr Rubber Products Co. does a tremendous business with candy manufacturers, particularly on their novelty balloons. In their booth they were showing two new items—"Nosey Mouse" and "Porky Pig"—which were gaining much attention from the guests.

The Bakelite Corp. exhibit showed the wide variety of products being made from Bakelite. Many of these items are being used by candy manufacturers both as re-use containers and as premiums.

The Keystone Silver Co. had on display an attractive and novel tilting liquor set, which is being successfully used as a premium by several candy manufacturers.

An unusually attractive exhibit of pen and pencil sets, designed for premium, was shown by the Eberhard Faber Pencil Co., who report that they are enjoying a large business with candy manufacturers.

Another novel display was that of the Blossom Manufacturing Co., manufacturers of "Evr-Fresh" oiled silk

pouches and other oiled silk products, such as rain-coats, parasols, etc. The Evr-Fresh pouches have air-tight zipper openings and will keep vegetables, bread, etc., fresh indefinitely.

Meyer Rosenberg of Chicago was showing a very extensive line of all types of premiums. Outstanding, perhaps, was a new razor with a patented roll attachment, which automatically smoothes out the skin and gives the razor a back and forward "saw" movement which is said to give a closer shave with much less pulling than the ordinary razor. Mr. Rosenberg reports great success with this item as an advertising premium.

Another exhibit which attracted a great deal of attention was that of the Aluminum Cooking Utensil Co., showing "Wear-Ever" cooking utensils of a great many types. We feel sure that part of the interest in this booth was engendered by some of the wives of the guests who accompanied them to the exposition!

Making the Premium Sell the Goods

★ By DR. HOWARD T. HOVDE

Assistant Professor of Marketing, Wharton School of Finance and Commerce

From a talk given at the Round Table Session of the Exposition of the Premium Advertising Association of America, Inc., in New York City, September 30, 1937.

PREMIUMS play an important part in reducing the time element in selling. The purchaser may delay the sale in making up his mind to purchase or in his unwillingness to pay the price. He may reach the mental bull's-eye, but not reach for his pocketbook to spend his hard-earned cash. He may go through several delayed responses before he places his money on the counter at the point of sale. Thus his mental attitude or contemplated action may begin by (1) general advertising, (2) recommendation of a friend (word of mouth advertising), (3) sampling and other merchandising programs, (4) leisure time and inquiries in shopping, and a host of other influences down the line. This all accounts for the delay in the time sequence in selling the product.

Here is where the premium offer comes into the picture and clinches the sale. We have the same individual and the same situation. The individual's attitude of readiness to purchase has begun by general advertising and the other influences listed. The premium alters the situation by a particular influence which leads directly to the sale. Thus if you confront the individual with the right premium offer you secure immediate action, the purchase is completed—you have sold your merchandise, it's "in the bag."

Selecting the Right Premium or Plan

The selection of the right premium offer or plan needs careful study by both manufacturers and retailers. A successful offer or plan must be used in proper relationship

‘ ‘ SNUGGLE - UPS ’ ’



*“SNUGGLE-UPS”

*A refreshing new line of
EASTER NOVELTIES*

*Designed especially
for CONFECTIONERS*

New and Lovable
EASTER RABBITS
Created by
Mary Waterman
Phillips

*“Snuggle Ups” are presented to the candy trade as the most outstanding line of Easter Rabbits and novelties on the market. These new creations were especially designed by Mary Waterman Phillips for confectioners. Each number is distinctive and realistic in character, for everyone is hand-made and brilliantly costumed in vivid Easter color combinations.

Place your order now for Easter while our present low prices prevail. Indications are that the cost of materials and labor will soon advance, causing a definite increase in prices by January 1st. Our present prices, however, will be maintained until the first of the year. There is going to be a big demand for these fast selling Easter Rabbits and novelties, which retail from 50c to \$5.00. Order at today's low prices, and be assured of prompt delivery.

- **EASTER RABBITS**
- **MOTHER'S DAY DOLLS**
- **VALENTINE DOLLS**
- **HALLOWE'EN CATS**
- **SANTA CLAUS DOLLS**

NEW YORK—200 Fifth Ave.

SALE OFFICES

CHICAGO—1062 Columbia Ave.

ATLANTA PLAYTHINGS COMPANY
MANGUM STREET • ATLANTA, GEORGIA

THE CANDY MAN'S CALENDAR

NOVEMBER 1937						
SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

PLANNING SEASON FOR WHOLESALE MFRS.: St. Valentine Final Plans, Easter Goods Planned, Early Mothers' Day Plans, Christmas Production.

PLANNING SEASON FOR RETAIL MFRS.: Easter Packages, Novelties, Christmas Goods Production, Armistice Day, Thanksgiving.

1 Monday

CHICAGO—Candy Production Club of Chicago, at Lake Shore Athletic Club.*

CHICAGO—Chicago Candy Club, at Maryland Hotel.†

SYRACUSE, N. Y.—Central N. Y. Candy Jobbers, at Hotel Syracuse.*

3 Wednesday

DENVER—Colorado Confectioners' Assn., at Oxford Hotel.†

FALL RIVER, MASS.—Southern N. E. Wholesale Confectioners' Assn., at Remington Hall, Y. M. C. A.*

LAWRENCE, MASS.—Wholesale Candy Jobbers' Assn., at Y. M. C. A.†

PHILADELPHIA—Retail Confectioners' Assn. of Philadelphia, Inc., at Turngemeinde Hall, 1705 N. Broad St.*

4 Thursday

CINCINNATI—Cincinnati Candy Jobbers' Assn., at Grand Hotel.*

SCRANTON, PA.—Keystone Jobbing Assn., at Chamber of Commerce Bldg.†

YONKERS, N. Y.—Westchester County Candy Jobbers' Assn., at Jewish Community Centre.†

5 Friday

NEW YORK CITY—Chemical Industry Medal Meeting, at Chemists Club.

DETROIT—Wolverine Candy Club, at Norton Hotel.*

LOUISVILLE, KY.—Falls Cities Confectioners' Club.*

PHILADELPHIA—Retail Confectioners' Assn., at Hotel Majestic.*

6 Saturday

ST. LOUIS—St. Louis Candy Salesmen's Assn., at American Annex Hotel.‡

7 Sunday

PITTSBURGH—Jobbers Salesmen's Assn. of Western Pa., at Webster Hall.*

10 Wednesday

BALTIMORE—Manufacturing Confectioners of Baltimore, at Hotel Emerson.*

11 Thursday

Armistice Day. Now is the time to sell at a profit.

12 Friday

NEW YORK CITY—Assn. of Mfrs. of Conf'y and Chocolate of State of N. Y. at Pennsylvania Hotel.*

13 Saturday

KANSAS CITY, MO.—Kansas City Candy Club, at Pickwick Hotel.*

15 Monday

CHICAGO—Chicago Candy Club, at Maryland Hotel.†

16 Tuesday

BROOKLYN—Candy Executives and Ass'd Industries Club, at St. George Hotel, 51 Clark St.*

17-19 Wednesday-Friday

ST. LOUIS—American Institute of Chemical Engineers Convention, at Hotel Chase.

18 Thursday

NEW YORK CITY—New York Candy Club, Inc., at Park Central Hotel.*

20 Saturday

ST. LOUIS—St. Louis Candy Salesmen's Assn., at American Annex Hotel.‡

24 Wednesday

One month to Christmas Eve. Holiday boxes and novelties should be all ready to go on display.

25 Thursday

Thanksgiving Day.

27 Saturday

PITTSBURGH—Pittsburgh Candy Club.*

Easter and St. Valentine novelties and boxes should be well advanced by now.

29-30 Monday-Tuesday

NEW YORK CITY—Associated Grocery Manufacturers of America Convention, at Hotel Waldorf-Astoria.

*Monthly Meeting. †Weekly Meeting. ‡Bimonthly Meeting.

to the marketing or merchandising campaign under consideration.

(1) The plan must be centered around an important idea in your campaign.

(2) The offer must be believable and presented credibly. Don't try to fool anybody about the value of the premium you are using.

(3) Give careful consideration to the ultimate purpose to be accomplished. Decide whether you wish to use a single premium offer, or a series of them, or the cumulative consumer coupon plan. The multiple offers may represent definite "resale insurance," because one or a few coupons are not enough to secure the premium. There has to be an accumulation of coupons before the plan becomes effective. But, if you are using a one-time premium offer or a series of them, do not use them as a sales narcotic to be taken in increasing doses until your business is so weakened you cannot exist without them. Stimulants have their place in medicine, but they do not effect a cure. They are given to remove obstructions and thus give nature a chance to cure you. But the longer you stay under a stimulant the weaker you become.

Consider the Dealer or Distributor

One other point: Whenever you adopt a policy of merchandising with free goods or premium offers, don't ignore the attitude of your dealers and distributors. As a manufacturer, give your dealers and distributors full discounts on all offers for free goods and premiums. The policy adopted by the members of the Food Distributors Association runs in this vein: "When the railroads transport goods for nothing and newspapers advertise goods for nothing, then retailers and distributors will sell free goods and premium offers for nothing."

I have suggested that you woo your customers with the proper premium offer as an incentive purchase in cutting down the time element in selling and introducing your product to new markets and new customers. This is sound economics in marketing. Use just as sound economics in the selection of the premium you will offer.

The justification of the premium offer under the competitive system is found in the necessity to secure the advantages of large-scale production. This is done by large-scale selling and marketing which precedes manufacture. If the premium offer results in advantages to the consumer, it is economic; if not, it is uneconomic, even though there may be a temporary gain to the manufacturer employing the premium.

Another economic fact about premium offers may be used as a guide in the selection of premiums. The use of the premium may be described as a result of a deficiency of our distributive system. Premiums are bought by consumers with other merchandise, sometimes never

• A COMPLETE IMPORT-EXPORT INFORMATION SERVICE •

1937 De Luxe Edition

Custom House Guide

and Monthly American Import and Export Bulletin

COMBINATION OFFER

"Annual Guide" 1937 Ed. (7 Volumes in 1)

"Annual Firm Trade Listing," "Monthly Bulletin" for 1937

Total Value \$24.00

NOW \$15.00

Including a beautiful, gold stamped, loose leaf binder, to hold a year's supply of "Bulletins"

ORDER NOW

CUSTOM HOUSE GUIDE

BOX 7, STA. P. CUSTOM HOUSE NEW YORK, N. Y.
(Write for free copy of Steamship Flags and Funnels, in Colors)

wanted, because the consumer wants the premium and does not know otherwise how to get it. Some premiums result from the inability of manufacturers of the premiums to market premiums alone in normal channels or convenient outlets to consumers. Thus I bought during the presidential campaign not one premium gadget but two. I wanted both the donkey and the elephant containers for old razor blades, either of which went with one package of shaving cream. Because of other reasons the two packages of the shaving cream I purchased with the premiums did not make me a consistent user of the product, nevertheless the premium offer must have made many new customers who stuck with the company. The manufacturer of the premium itself must have sold at lower costs to himself many thousands of this porcelain novelty which otherwise could not have been placed on the market because of the deficiencies in our distributive system and the prohibitive cost of selling the item by itself. Thus the consumer gained, the manufacturer of offering the premium gained, and the manufacturer of the premium itself gained. All transactions performed a true economic function.

In the selection of premium offers with merchandise, I suggest that you seek premiums in relation to your product's use, and in relation to the deficiency in our marketing structure which does not allow the manufacturer of the premium to merchandise the premium by itself. You will be offering, then, a premium that fulfills a real want on behalf of your customer. The premium offer rests upon its novelty as a motivating force in the sale and purchase of merchandise. It is a strategy of marketing. Use it properly.

Lyons-Magnus to Demonstrate Production Of Glace Fruits and Syrups

Lyons-Magnus, Inc., is making plans to show a model commercial kitchen at the 1939 Golden Gate International Exposition. This display which will be held in the Palace of Foods, Beverages, and Agriculture, will show the various processes in the manufacture of glace fruits, fruit products, and syrups. Contract for the exhibit space has just been signed by L. M. Voorsanger, president of the corporation. This firm which was founded in San Francisco in 1852, is also a substantial subscriber to the Exposition's \$7,500,000 finance campaign.

Cash Budget Procedures

"The Cash Budget" is the title of a report issued by the Policyholders Service Bureau, Metropolitan Life Insurance Co., New York, N. Y., based on a survey of the practices followed by 45 companies, representing 20 industries, in budgeting their cash requirements. The report cites specific methods of utilizing the cash budget, discusses the scope of budget activities, and outlines the sources used in the preparation of cash forecasts. One section of the report is concerned with the question of responsibility for forecasts, and another section with the use of the daily cash report. The appendix presents an excerpt from the budget manual of one company covering standard instructions for the preparation of cash forecasts. The report is freely illustrated with budget forms and records in current use.



INCREASE YOUR Easter Egg Sales BY PACKING IN Real Egg Cartons

Progressive candy manufacturers who formerly sold Easter Eggs exclusively in bulk have learned that EXTRA PROFITS can be earned by packaging candy eggs in genuine egg cartons. This quality package for the candy, plus the ability to create attractive displays has doubled and tripled Easter Egg sales for many manufacturers.

COVER PRINTED WITH INDIVIDUAL DESIGN

Self-Locking Carton Company, who are the leading makers of real egg cartons, offer you cartons of most attractive design and construction at prices that offer you utmost economy. Send coupon for free samples and prices.

SELF-LOCKING EGG CARTONS

SELF-LOCKING CARTON CO.,
625 E. Illinois St., Chicago, Ill.

Gentlemen:

Please send information and prices on Easter Egg Cartons.

Name

Address

CANDY MERCHANDISING

A Service Department of Ideas Promoting Profitable Sales

Those Small-Lot Orders Are Preferred

By the General Sales Manager,
W-H-A-M Candy Co.

The author of this article is a well-known executive in the candy-manufacturing field. He wishes to remain anonymous, and the names of the company and the characters in the article are necessarily fictitious.—Editor.

IN visiting our shipping room the other day, as I am wont to do in my daily rounds through all departments in the plant, I noticed a large stock of our packaged goods addressed to a chain retailer—an account serviced by "Speed Boy" Gittum, our star salesman, and over in a corner was a huge pile of boxed goods for a candy jobber—another of "Speed Boy's" accounts.

Then over at one side of the room I found a miscellaneous assortment of small packages of our trade-marked goods. One was for a jobber over in the west end of the city—four dozen boxes of assorted caramels. Another was for a wholesale house—a half gross of another brand of our candies. I noticed that that entire assortment of boxes represented 10 or 12 individual deliveries, each quite small compared with the huge shipments ordered by the other firms. The salesman who sold these small orders was Joe Whipple. Joe hasn't been with the W-H-A-M Candy Co. long, but he is a consistent plugger, and I predict that he's going to go places with us.

Coming out of the shipping department, I happened to spot Joe, so I called him into my office. "Joe," I said, "I want to commend you on the type of orders you are getting. They call for only small amounts of our goods—a half gross here and perhaps three dozen packages there—but orders of that kind are more valuable to us and will move more W-H-A-M candies than the big orders. I wish all our orders were small like those you have been getting. If you are surprised at what I am saying, perhaps you yourself have never stopped to reason why the small order is the most valuable kind of order when selling trade-marked goods.

"Let me explain, first, that in selling bulk goods or goods that carry no trade name, the big order is all right and desirable. But those are not the kind of goods we sell, and the best way to sell trade-marked goods, and make them stay sold, is to *refuse* to take large-lot orders.

"I wouldn't expect you to say to your customer, 'Sorry, but we don't take large orders, or he will think that we are all daffy. But use any kind of excuse that seems legitimate, if he insists on giving you a big order. If necessary, tell him that we're running behind in production on that brand: 'I can promise you only six dozen today, but we'll try to accommodate you on the next call.' There's an implication in that statement of a busy factory working night and day to fill orders for the popular W-H-A-M candies, and it makes necessary that your customer order W-H-A-M candies 12 times in 6 months, instead of only twice. Moreover, he will receive 12 invoices

for W-H-A-M products instead of only two, and he will remit 12 times for W-H-A-M goods instead of only twice.

"The more frequently he orders W-H-A-M candies, the more will they be in his mind. The more he is compelled to think of them, the more will he talk about them at his sales meetings and to the trade. He isn't allowed to forget that he is selling W-H-A-M goods.

"On the other hand, when a customer orders enough W-H-A-M candies to supply his wants for six months, it means that for half a year he can forget about our product, and every time he goes into his stock room he sees the pile of our candies and his thoughts run somewhat along this line, 'Gee, that stuff moves slow; I wish we hadn't bought it,' although the goods really may be moving as fast as normally, or perhaps he is no longer pushing the W-H-A-M line as he used to.

"But when his individual orders for W-H-A-M candies are smaller, and his stock runs out in a short time so he has to order frequently, he is apt to assume that these candies are moving fast.

"The psychology of the buyer is important, and the thing I want to accomplish is to get the jobber or wholesaler to take the right attitude toward our goods. We want to make sure that he thinks of W-H-A-M candies instead of some competing brand. Frequent ordering, frequent billing, frequent delivery will help him to acquire this frame of mind.

"So, Joe, I'm glad that you are not amiss to taking the small order, and, above all else, I would encourage you to develop the habit among your customers of ordering W-H-A-M candies in small lots rather than in large lots, so that no delivery will represent more than a three-weeks' supply."

Dispensing Candy at Gasoline Service Stations

Dispensers in the form of cabinets, with mica doors, providing a clear view of a wide assortment of their products, are being supplied by the Life Saver and Beech-Nut Sales Co., Ltd., Hamilton, Ont., Canada, to gasoline service stations, according to *Printers' Ink*. These cabinets, filled with gum and candy having a retail value of \$15, are sold to the oil stations for \$10, who hang them in a prominent place where motorists may see them when buying gasoline. The company, in its undertaking, is also aiding the Canadian Highway Commission by distributing automobile markers, which have a round white "Life Saver" with a red glass center and the wording, "Be a Little Life Saver—Drive Carefully."

The Movie Theater as a Merchandise Outlet

An estimated gross of \$10,000,000 from the sales of candy and other confections in theaters located throughout the United States, is reported in a recent issue of *Motion Picture Herald*. The average profit for theaters is set by concessionaires at 40%, or \$4,000,000. The article has been reprinted and distributed by the National Confectioners' Association to its members. Detailed experiences of many individual theaters and theater chains are cited.

SALESMEN'S SLANTS

C. RAY FRANKLIN, Speaking from Topeka



AS I sit and write this weather business and crop forecast, the hottest September 22nd we have ever had in this part of the country has come to a close. It registered 100 today, and that's hot no matter what time of the year it occurs. As a result of the heat the past week or so business has been quiet, which is to be expected, as the jobbers are sitting with chocolate goods on hand that they cannot

move and their warehouses and stock rooms are filled.

Another condition that exists that is causing trouble is the epidemic of infantile paralysis (I can't spell the technical name), which has caused the delay in opening of the schools in some of the principal cities. I just learned that the Kansas City schools will open tomorrow, twelve days late. This has not helped the sale of penny goods to any great extent. Do not think I am pessimistic, as I am not. Why should I be? There will not be any corn in Nebraska as it was burned beyond any possible chance of even fodder in the last heat wave a few weeks ago, but they got

along last year and so will they this year. Missouri, Iowa and parts of Kansas will have good corn; so you see it is not as bad as it might be.

* * *

I have been inquiring from the jobbers and retailers the past week relative to Candy Week and Sweetest Day and find, much to my disappointment, that through this part of the country no concerted action is being taken for the publicity of these days. Almost every industry of any size in the country joins in a national way in promoting its particular day, and it seems to me that the candy industry in a national way should join hands, put their shoulders to the wheel and open their purses and do a real job of promoting Candy Week and Sweetest Day. If the industry as a whole, and they will all be benefited, were to co-operate they could really put it over and the expense would be very nominal to each. Get together and teach the retailer and jobber how to do the job in a big way.

* * *

There is a reform wave sweeping the Middle West that is causing quite a little anxiety among the slot-machine and pin-ball operators. It seems that all the district attorneys, sheriffs and reformers have had the same idea at the same time, and the police in the larger centers are working overtime in loading vans and trailers with the artistic furniture. Along with the games above mentioned they are also confiscating all punch boards, draw cards, etc., and from the way it looks now it may be some time before a fellow can publicly satisfy any craving he may have for a game of chance.

* * *

I met a couple of jobbers the other day who are still waiting to buy their fall candy when the price declines. On first thought the above sounds ridiculous, with rents,



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Looking over the entries in the second \$1500 Lem-n-Blend Display Competition, conducted annually among druggists by Reymor & Bros., Inc., Pittsburgh, Pa., manufacturers of confections who developed this popular drink. The Dexter Pharmacy, of Buffalo, N. Y., was awarded the first prize of \$200. Druggists from 590 cities and 27 states entered the competition. Those in the picture are, left to right: R. D. Dette, of Walker Downing Advertising Agency; Geo. T. Price, vice-president of Reymor & Bros.; O. C. Jochensen, of Pitt Studios; Wm. Walker, of Walker Downing Advertising Agency; Ray Brown, of Rayart Studios; W. C. Hildebrand, of Reymor & Bros.; W. R. Edmondson, of Reymor & Bros.; and Mr. Davis, of Walker Downing Advertising Agency. Messrs. Dette, Jochensen and Brown composed the judging committee.

hotel rooms, meals, taxes, autos, golf clubs, hats, clothing and food all advancing, but they are really wise, and correct in their stand, as some manufacturer or manufacturers will give them an inside price for fear of losing the orders and console themselves in the thought that they have a few cars of cheap sugar and corn syrup and will start worrying about replacement costs when the time comes. We all know this has been going on for years, and who would dare venture an opinion that an old candy custom could be wrong?

* * *

Jack Glenn of Glenn Confections, Inc., Buffalo, N. Y., manufacturers of paraffine goods, tells the following on a Boston jobber, but did not give me the name of the jobber: A Boston jobber was fishing in northern Maine recently. He caught a big lake trout, the biggest he had ever landed in his long and busy life. He was elated. He was so delighted that he telegraphed his wife this message: "I've got one. Weighs eight pounds and it is a beauty." She replied with the following answer: "So have I. Weighs nine pounds. Not a beauty; looks like you. Come home."

* * *

Matt Gordon, who buys the candy for C. C. Taft Co., Des Moines, Iowa, and I had a serious conversation a few days ago. Really it was, relative to business, taxes, etc. Just as I started to leave, Matt shot this at me. "My husband is sick and I have to keep an eye on him all night." "Why, I thought he had a trained nurse?" "Yes, that's why I have to keep an eye on him." How's that for a solution to an economic problem?

* * *

Bud Fisher, of The B & F Sales Corp., Fort Dodge, Iowa, took his annual vacation in Minnesota fishing this summer. While fishing is one of Bud's principal hobbies, his storytelling is not so poor, with which I feel sure you will agree when you hear this, his latest one. Lawyer: "Then your husband, I take it, is elderly?" Client: "Elderly? Why he's so old he gets winded playing chess."

* * *

"Don't you find writing a thankless job?"

"On the contrary, everything I write is returned to me with thanks."—C. Ray Franklin.

LIQUIDATION!

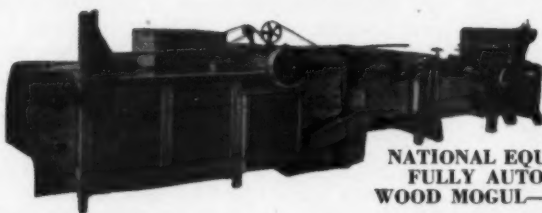
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- 1—24" National Equipment Enrober, with Automatic Temperature Control, Automatic Feeder, Bottomer, Detailers, Cooling Tunnel and Packing Table.
- 1—16" Enrober with Automatic Feeder, Bottomer, Motor Drive and also Cooling Tunnel, Packing Table and Detailers.
- 1—Bents Chillblast Air Washing and Conditioning Unit #2424—type 5-A12-6.
- 1—500-lb. National Equipment Chocolate Melter.
- 2—National Equipment Chocolate Melters, 300-pound capacity.

Cooking and Mixing Kettles

- 2—Burkhard 150-gallon Single Action Kettles, with Outlets.
- 1—Mills, 3-speed, Double Action Kettle, stationary type, 50-gal. cap.
- 5—30-gallon cap. Steam Jacketed Kettles, with Bottom Outlets, with and without Agitators.
- 1—30-gallon patented Double Action Tilting Kettle.
- 1—30-gallon Cooking Kettle with Outlet.
- 1—30-gallon Cap Steam Jacketed Kettle with Outlet.
- 2—30-gallon Single Action Tilting Kettles.
- 4—20-gallon cap. Cooking Kettle with Outlet.
- 1—5-gallon Tilting Kettle.
- 10—Open Fire Kettles.

Cocoanut Department

- 1—Mills Patent Jap Cutter.
- 1—Heilman Bon Bon Machine.
- 10—Single Pot Steam Bon Bon Tables.

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Candy Machinery

Nut Department

- 1—Nut Chopper.
- 2—Popcorn Poppers.
- 1—Mills Nut Breaker.
- 1—Mills Almond Blancher.
- 1—McLean Blancher.
- 1—2-bag Gas Roaster.

Moulding Department

- 1—Fully Automatic Wood Mogul, type AD National Equipment, with assorted Pump Bars.
- 5500—Starch Trays, 31½"x15¼", with starch.
- 1—Lot of Mould Boards.
- 1—#2 Depositor, with Pump Bars.
- 1—National Equipment Wood Starch Buck.
- 1—Gyrator Sifter, Motor Driven.
- 1—Racine Depositor.
- 2—Hand Printers.
- 1—Richmond Starch Sifter, Pulley Driven, #1.

Cream and Marshmallow Department

- 2—80 Qt. Hobart Mixers, with 4 Kettles.
- 1—National Equipment 600-lb. cap. Syrup Cooler.
- 1—National Equipment, Jacketed, Cream Beater.
- 1—5-ft. Ball Cream Beater.
- 1—30-gal. cap. type E. B., National Equipment Cream Remelter.
- 2—National Equipment, Marshmallow Beaters.
- 1—Burkhard, 50-gal. Cream Breaker with outlet.

Caramel and Nougat Department

- 1—Racine Caramel Cutter, 20" size.
- 1—Racine Nougat Cutter.
- 1—Thos. Mills, 15" Reversible Sizer.
- 1—National Equipment Automatic Nougat Cutter.

Pan and Crystal Department

- 15—38" Revolving Pans, with coils.
- 2—Revolving Pans, without coils.
- 1—National Equipment Crystal Cooker.
- 1—Bents Crystal Unit with Taber Pump.

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Hard Candy Department

- 1—Racine Sucker Machine, motor driven, with Conveyor, two Duplex Rolls, 1 Dumbell Roll and 3 Single Rolls.
- 1—Hildreth form 4 Puller.
- 1—Kopperman 40-gal. cap. Vacuum Pan with Pump and Pre-Cooking Kettle.
- 1—75-gallon Copper Vacuum Pan, with Pump and Pre-Cooking Kettle.
- 1—Package Stick Wrapper, Model 8 C.
- 5—3x8 Collum and Savage Coolers.
- 8—4'x6½' Steel, Water Cooled Tables.
- 15—Sets Hand Drop Rollers.
- 1—Drop Machine, hand power.
- 1—Battery of 4 Drop Machines.
- 5—Small Mills, Hand Power Machines.
- 1—Mills Buttercup Cutter.
- 2—Lump Kiss Cutters, hand power.
- 1—Hand Power Crimper.
- 4—Blowers, forced draft, with motors and blowers.

Miscellaneous

- 1—Frick 7½-ton Ice Machine with 15 H.P., 3 ph., 60 cy., 220 V. motor—Complete Motors from 1 H.P. to 10 H.P.
- 1—Smith Scales.
- 1—Large Toledo Scale.
- 2—Floor Scales.
- 2—Platform Scales.
- 1—Saxmeyer Tying Machine, Motor Driven.
- 1—Bun Tying Machine, M. D.
- 6—Large Trucks.
- 4—Hand Trucks.
- 1—Stencil Machine.
- 1—Cox & San Steam Engine #601—14 H.P.
- 1—Lot of pan trays.
- 1—Fruit Grinder.
- 1—Reliance Paper Cutter 28½".
- 1—Hand Power Paper Cutter, 45 in.
- 1—Taber Pump.

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Guide Book for Importers

The 1937 Custom House Guide, 6x9 in., consisting of 1,500 pages, has been issued by John F. Budd, Box 7, Sta. P, Custom House, New York, N. Y., giving valuable information for importers and exporters.

This book contains in full the import and export schedules of reciprocal trade agreements between the United States and 15 foreign countries, a digest of all recent revenue acts and other acts affecting the foreign-trader, an alphabetical import commodities index which shows tariff rates including reciprocal trade agreement rates, the complete text of the tariff acts of 1930 with all official changes and amendments, including reference notes after all paragraphs affected by a reciprocal trade agreement or presidential proclamation, and also the U. S. customs regulations completely revised to date.

In addition to the above, a complete section is devoted to each of the principal customs ports, and such general information as Canadian and foreign forwarding agents, foreign customs headquarters, U. S. airport of entry regulations, U. S. customs bonded common carriers, weights and measures, coin values, and other information.

The book is bound in an attractive embossed cover. This edition marks the 75th anniversary of the Guide. Included with the book is the "Monthly Bulletin" for 1937, which keeps the information up to date, and a loose-leaf binder to hold the year's supply of bulletins.

BAR WRAPS

(Continued from page 49)

and the wrap is all one could ask for from the standpoint of sanitation and ease of keeping clean when displayed on the counter.

In the combination wrap such as the one described, the foil piece is generally plain, sometimes with a grain effect, with all the printing on the glassine wrapper. Foil, however, can be readily printed by the letter-press process, which is usual where the foil wrap is used alone.

The transparent cellulose wrap is characterized by a transparency approaching that of clear glass. It is used as a wrap alone, and sometimes in combination with other materials.

Printed Cellulose Wraps

Printing on transparent cellulose has been developed into a high art. Interesting example of letter-press and gravure printing are now quite common. Some examples of printing with a silver ink creates an impression not unlike that of foil with a transparent wrap. Gold ink has also been used for this purpose, though not so successfully as silver.

An interesting development in the printing of transparent cellulose is the use of reverse plates, by which the printing is done on the reverse side of the sheet, giving a pleasing sheen to the printed surface. However, reverse printing dare not be used on bar wraps or wherever the printing ink may come in contact with the food in the wrapper, unless the bar first is wrapped in transparent cellulose or other kind of wrap as a protection.

Wide Range of Effects

The variety of wrap papers and foil available, together with the wide choice of colors in printing inks, makes it possible to obtain innumerable pleasing effects in bar wraps.

